

Playing The Game

A Guidebook to Meeting and Seducing Women

By Winton Thymon

Dear reader,

Thank you for your interest in the book. I just wanted to say a quick word about the book itself.

I've written the book with two main aims. The first is to share some ideas that over the years have made a big difference in my life, and which I therefore want to pass on to others. My second hope is to earn some pocket money from my work.

The book is being distributed as “shareware”. You're free to pass it on to anyone you like, and I'd be very happy if you'd do so. Read it, see if you like it, and if so, I'd appreciate it if you'd do the right thing and buy your copy by sending me the nominal cover price at [PayPal](#). (Click on the link to go to the payment page— you may see a security warning and have to explicitly allow your pdf reader to open the site.)

The price of the book is just that of one or two beers, depending on where you live. In short, if you think it would have been worth shouting me a beer in order to hear what's written in the book, please go ahead and do so!

Furthermore, your purchase will enable me to continue working on, and improving the book.

I think that's the fairest system for everybody: you get the chance to try before you buy, and I get a chance to sell my work without having to bullshit you with a fast-talking internet marketing campaign.

Best regards,

Winton.

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Introduction

Who Is This Book For?

This is a book for men who want to increase their success with women, whether they are single, in a relationship, married or in multiple relationships.

The book teaches the principles of meeting, attracting and seducing women – principles which obviously apply to all women, regardless of the formal nature of your relationship with any particular woman. Maybe you have known a girl for five minutes in a metro station, maybe you've known her for five years. Maybe you have no intention of seeing her past tomorrow, or maybe you've got longer term plans. It's none of my business – this book is simply here to provide some useful tools to make things smoother for you.

Relationships between men and women often appear to be impossible puzzles to solve. It's partly because most of us were never properly educated about how everything works, and were not properly educated about how to deal with situations that we can't understand. Because things which we can't understand are always going to happen, and it's equally important that we can cope with that situation.

In any case, this book aims to fill that gap.

Keep reading

While you'll find that this book covers the whole gamut of material regarding meeting and seducing women, it's certainly not the only resource available. Somebody who tells you their book or their course is the only thing you're ever going to need is kidding you: there's a lot of material out there, and I recommend that you read as much as you can.

Don't worry though: you're going to learn a huge amount from this book, and it's going to set you well on your way to greater success with women.

Practice

Ironically, possibly the most important piece of advice in this entire book has nothing to do with women. It's this: if you want to get good at something, you have to practice. You have to practice. Yes, I was intentionally repeating myself, because it's important.

If you read books about any field of endeavor, you're going to see that they all tell you this. And all successful people say the same thing: they're successful because they practice.

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Luckily in our case, the practice is a lot of fun. Of course you're going to pick up a few bumps and bruises along the way, but this is a fun game to play. So get out to the bars, clubs, cafes, public libraries – anywhere there are women – and start practising!

Chapter 1 - Attitude

In the first few chapters of the book, I'm going to supply a lot of background information. Depending on your expectations, you might wonder what the hell it's all for, and why I'm not just telling you how to pick up chicks.

I'd like to be up front and state that this is the most boring and patronizing chapter in the book. While I believe it's important to adopt the right attitudes, there's every chance that you already have a great set of attitudes and won't learn anything new, or that you want to read ahead and get motivated first to take this on as the last piece in the puzzle. In short, the tone here is different to the rest of the book, and if you find this chapter pissing you off, don't let it stop you getting something from the rest of the book!

Don't worry about it – we'll get to that. If you want to, you can skip ahead to the chapters, starting from chapter five, that talk about the concrete process of meeting and seducing women.

On the other hand, though, and however counter-intuitive it might sound, those concrete chapters aren't actually the most useful information. There's a good chance that if you start from the beginning and work through to the end, by the time you reach the anatomy of a seduction, you will already have worked out a lot of things for yourself.

In any case, while I recommend starting here, since I personally believe that there's a lot more lasting value in the earlier chapters, feel free to jump ahead if you want to and come back to the background information later.

This chapter is about having the right attitude before you set off on your journey. The right attitude is the most important thing. If you have the right attitude, you're going to be able to make mistakes, learn from them and keep on going. If you have the right framework for your thinking, everything is going to fit into place much more neatly. If you have the right attitude, you're going to want to learn, and you're going to soak up the information much faster, and forget it much more slowly.

In short, it's worthwhile kicking back and enjoying the trip. If you're solely focused on the goal of getting girls into bed, you're going to have a horrible time. It needs practice, and things aren't going to fall into place for you on the first attempt. If you only have eyes for the goal, and you don't meet it, you're going to get frustrated, depressed and you're going to give up. If you can learn to enjoy the process, take pleasure in the gains that you make day by day, and you're going to keep going because it's fun, until eventually you reach your goals. Of course, this applies to everything that you do – not just your seductions. That's one of the great things about improving your skills with women – you're also improving the way you do lots of other things in your life.

Giving

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It's a little counter-intuitive, and takes a while to really get your head around it, even when you know it's true, but the best way to get what you want is to give it to other people.

Want to get rich? Be generous (but not stupid) with your money.

Want to have lots of gorgeous women hanging around? Learn how to give gorgeous women what they want (even though they might not know what that is themselves – more on that later).

The reason I mention this right up front is because a lot of guys shoot themselves in the foot right from the start by going out with an attitude that just doesn't work.

People can smell an opportunist. It's always crystal clear when somebody is only out to get something for themselves. There's no way you can hide it. And people have a tendency to avoid that kind of behavior in other people. Why would you want to spend time hanging around with somebody who doesn't give a shit about you, only about themselves? You wouldn't, and I don't blame you.

On the other hand, there's also no hiding the fact when somebody takes a genuine interest in people around them, is generous and complimentary, and generally has a talent for making things happen. Just as in the previous, negative example, you can smell a genuinely generous character from a mile away. Such people are great to hang around with. They make you feel good about yourself and the world. You always know that they'll be around to help you out if you need a hand. You're proud to have them as friends – part of their aura rubs off on you by association. In summary, a person with a giving mindset is somebody who everybody wants to be around, and because their company is desirable, people are willing to do them favors in order to win their attention. That, in a nutshell, is how the strange process of receiving through giving works.

These kind of people are few and far between as well, so if you can properly get yourself into this mindset, you're really going to stand out from the crowd, and people will want to spend time with you. Half your job is done then, without having to learn a single thing about the complex puzzle of women and relationships!

Keep The Things That Work, Change The Things That Don't

In other words, now is as good a time as any to let go of all your preconceptions about how things *should* or *should not* be. From here on in, let's agree only to worry ourselves about how things *are*. Thinking any other way is wrongheaded and self-destructive. You can't change the world. Get over it.

Well, more to the point, you're not interested in changing the world here – you're interested in getting more women into bed. Or maybe getting the same woman into bed more often. In this context, if a certain idea or technique helps you to achieve that, it's a good one. If it fails to achieve that for you, it's not worth keeping.

The thing is that we get very hung up on the way we would like things to be, or the way that we

thought things were, or the way that our parents or friends keep insisting that the world works. The only reliable source of information about the world is experiment. So like I say, when you come across a new idea, try it out. If it works for you, that's great.

Don't take my word for anything – try things out and keep them if they work for you.

On the other hand, if for example you've always thought that turning up for a first date with a big bunch of red roses was the right way to impress a girl, but it's backfired for you the last seventeen dates in a row, perhaps it's time to let that idea go.

Perhaps another way of expressing this way of thought is: don't keep bashing your head against the wall if things aren't working. You've heard that great aphorism, I'm sure: “When a river comes to an obstacle, it flows around it” - well, you've heard it now, that's for sure! Flow around the obstacles in your game, don't get hung up on them.

Learn to Accept Responsibility

Damn, what the hell am I going on about now? Is this some kind of lecture?

I hope it doesn't sound that way! I'm trying to present a set of tools that I've found to be really useful. The tools are a set of attitudes, and as a mentioned, attitude is everything. If you look at anybody who is successful at anything, you'll find that it's their attitude, not their talent or background, that sets them apart.

So anyway, what about responsibility? It sounds as though I'm loading you up with a lot of painful rules and conditions here, but in reality, learning to accept responsibility is a way of empowering yourself.

Taking responsibility has to do with taking control of your situation. Let's say you approach a woman, lay some lines on her and get shut down ruthlessly. There are two ways you could react to this situation: you could blame somebody else (“That frigid bitch – she shut me down and she doesn't know what she's missing”) or you could accept responsibility yourself (“I screwed up. I'm pissed that I got shut down, because she looks like a pretty cool chick, but now that I think about it, my approach was pretty bad, and I'm not surprised that she nailed me”).

At a glance, perhaps it appears that in the second case, you're beating yourself up for no good reason, but the reality is that by reacting in that way, you're empowering yourself. In the first case, blaming somebody else, you have put control of the situation into somebody else's hands. No matter what you do or say, it's up to the other person to pass judgment on you. In other words, there's no point in trying to analyze and improve your approach, because it's out of your control!

In the second case, you correctly realize that it's up to *you* to make the mistakes, and therefore it's up to *you* to improve. In other words *you* have the ability to improve, and *you* are in control of this part of your life. Instead of throwing away an opportunity to learn, you have kept it for yourself and can capitalize on that chance to improve your approach for next time.

Be Willing To Learn

Don't assume that you know everything there is to know. Given that you are reading this book, it's probably a given that you don't have this problem. It is something that creeps up on you though.

I'm not saying that you should accept my advice, or anyone else's, over your experience, but simply that you should always keep an open mind and be prepared to take on new ideas as and when they prove themselves to you.

Be Positive

The power of positive thinking is something that will surprise you over and over. Behind the scenes, your mind is constantly working to turn your fantasies into reality. Your subconscious mind takes instructions from your conscious mind in both verbal and not-yet verbalized desires. Your subconscious mind is not so great at handling the complex logic involved in negating your desires. That is, it doesn't understand “no”, “not” and so on.

You have to actively visualize, vocalize and believe in what you want to achieve. Your thoughts are like glue for your actions. Your actions are going to fulfill your thoughts like a prophesy. It's just the way your mind works.

You can only entertain one thought at a time, and that thought will dominate your consciousness. If you picture yourself falling flat on your face, well – that's the picture you're going to have in your mind. You can't picture yourself *not* falling flat on your face because... what does that look like? That's right: not falling flat on your face looks like you walking confidently towards your destination without a problem. So that's what you should picture.

Don't approach a woman telling yourself “I'm not going to get shut down”, because the thought that will be echoing in your mind as you approach is going to be “...*get shut down, get shut down, get shut down...*” Your entire focus is going to be on the idea of getting shut down – but that's not your goal! Approach believing “I'm going to get her number” “...*get her number, get her number, get her number...*”

Let me offer you one more way to visualize this situation and understand the importance of thinking and speaking in positive terms. Imagine you are working on writing a report and you are assembling some different ideas. You've written a few different paragraphs expressing some different thoughts, and you're in the process of trying to decide which material you're going to use in your report. You've looked at the third paragraph and decided that you like what you've written there, so you make a mental note: “*Don't delete the third paragraph*”.

Then the phone rings and breaks your train of thought. It's the girl you met at the library two days ago – she wants to meet up for a drink this evening. You chat for a bit, line up a time and place and then return to your work ten minutes later with your mind in a completely different place now.

Sitting back at your desk, you think to yourself: “*Where was I? Where was I? Ah – that's right:*

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delete the third paragraph”. And then it's gone without a second thought. Oops. Of course later when you're finishing the report, you remember that you had a nice idea that you had wanted to include, and then you remember that it was in the paragraph you deleted, but by then it's long gone.

Much better would have been to state the goal positively: *“Keep the third paragraph, copy it into the report”* because that's the thought that is going to remain in your mind.

State Your Goals

Over and over again I've been surprised at how soon after I have openly stated my goals that I have achieved them. Sometimes you can keep something inside for years, and never be able to make it happen, but within weeks after having finally admitted it to just one person, all the pieces start falling into place.

The way I see it, there are two basic mechanisms at work here. The first is that people don't know what you want unless you tell them. It's a basic part of human nature that we want to help others. Often the people around you hold the keys to moving you towards your goal, but without knowing what your goal is, they can't help you. It's often a case that people can offer you a huge amount of help with little or no effort on their part, simply by knowing what you want. It's also often the case that it never occurred to people to do what you want to do.

I once worked for more than a year at a company that did not have a coffee machine. It always struck me as strange that there was no coffee machine – it was a reasonable size company, big enough to afford one, and they were probably losing much more money waiting for people to go downstairs and out of the building to buy coffee than it would have cost to buy a machine and keep it in the office. One day, after a year, I casually mentioned to the boss while we were in the kitchen: “You know, it's really weird that we don't have a coffee machine”. He scratched his head and agreed – it had simply never occurred to him, but now that I pointed it out, he saw that it was quite strange. Two days later, there was a brand new coffee machine in the kitchen.

It also often happens that people have information on the tips of their tongues, but just don't know that you are interested in hearing it. By stating your goals, people are suddenly aware of lots of easy ways that they can help you. Picture the situation in which you're looking for a new place to live. You have the perfect place in mind – an apartment in a trendy part of town with a sexy young flatmate etc etc – but you have no idea how your going to find this apparent needle in a haystack. You keep thinking about it to yourself for weeks and weeks, with no ideas. Eventually, you mention it to a friend, who straight away says: “That's funny – a couple of weeks ago my sister mentioned that one of her friends was looking for somebody to share a place with. Let me give her a call and see if it's still available. Would really help my sister out

too”. There you go – just because you mentioned what you were looking for, the problem has solved itself, *and* you've helped someone else in the process. This kind of thing has happened to me over and over and it's simplicity always surprises me.

The situation in the dating game is exactly like this, by the way. Girls want to meet guys too! It's not a one sided situation in which guys are hunting girls, and girls are desperately trying to avoid meeting guys. They want to meet you. So again, being open about what you want lets girls understand where they stand with you, and gives them the chance to see that maybe you are both looking for the same thing. It might be that you're standing in a park chatting to a girl, and she hasn't had a guy for months, and she desperately wants to kidnap you and take you home then and there, but she's worried that maybe you have a girlfriend, maybe you're not interested, maybe you're gay or whatever. Just by letting her know that you're interested opens up an opportunity that may otherwise have remained hidden.

People like giving. By giving people a chance to help you, by letting them know what you want, you are actually doing them a big favor. Kind of like you're doing your mom a big favor by letting her know what you want for Christmas, if you see what I mean.

Secondly, if you don't openly state your goals, you are effectively keeping them hidden. Perhaps this is a conscious decision, perhaps not. If you're trying to keep your goals hidden, perhaps it's because you're uncomfortable admitting what you want to achieve. As soon as you state your goals out loud, all of this secrecy and discomfort disappears, because everything is out in the open. Once everyone knows where you're going, you don't have to keep worrying what people will think if they find out – because they already know.

That is to say, if you are not open about your goals, it's not simply a matter of not having the energy to voice them. In a very real way, you're using energy to keep them hidden. By that I mean that given you have goals, you constantly face the decision about whether or not to reveal them, and every time, you actively choose to keep them hidden. As a result, you are also going to avoid taking steps towards realizing your goals, because that would also reveal what your goals are!

To make this concrete, lets say your goal is to land a girl who is beautiful, intelligent, rich and horny as hell. I'm sure you've fantasized about this at one time or other during your life... Firstly, why on earth would you want to hide this as a goal?? I can think of several reasons which will probably ring true with you. Perhaps you are worried about offending the women who are already in your life. You just *know* sooner or later somebody's gonna hit you with that dreaded: “What, aren't I good enough for you?”. Or maybe you're worried that people are going

to start asking: “Who does he think he is?” - if you're going after attractive women, you have to be prepared to stand up in public believing that you're worth it. Because you're going to be seen with the girl, and it's going to be obvious that you think you're worth it. Do you have to self-confidence to stand up in front of people in that way and say: “Damn right, I'm good.”?

So now we have exactly the situation described above: you've got a goal, and you're keeping it hidden. It's not just that you're passively neglecting to tell people about the girl of your dreams: every time you ask yourself whether you should tell people, you are *actively* deciding: “No, I'm just going to keep this idea to myself”. Seems pretty harmless, right, but the side-effect is that you are actively going to avoid finding the girl of your dreams, because if you find her, people are going to see you with her, and they are going to realize what you were thinking. You didn't pick up the hottest girl in town by accident – you were obviously planning it, you fucker! Your desires have been laid bare for all to see!

So that's the process by which innocently keeping your desires to yourself is a terrible thing for you to do.

Finally, stating your goals out loud and often is a great way of keeping your goals in front of your own eyes, and reminding your subconscious mind where you are heading. It helps you to refine your ideas and keeps a vision of your destination in front of your eyes, which is motivating in itself.

Check this out too: if you state out loud that you want something, but you don't get it, what have you lost? Ten seconds positively voicing a desire. Big deal. You've lost nothing, and had the potential for big gains. So: state your goals, out loud and often.

Oh, one more thing, in case you're still shy about stating what you want: by doing so, you're also acting as inspiration for other people to come out into the open and start working towards realizing their dreams, and that's a great community service. If not for yourself, do it for your buddies!

One Step At A Time

I'm gonna hit you with another great aphorism in a second. You've been warned.

Every great journey begins with a single step.

No matter where you're going, the way to get there is to put one foot in front of the other, over and over until you've finally taken enough steps to reach your goal. There is no other way.

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You're not going to learn to fly. Aliens are not going to swoop from the skies, pick you up and drop you off exactly where you wanted to go. You have to get there for yourself, walking.

Any time you spend sitting around at home trying to design a way to progress in one huge bound would have been better spent out walking one step at a time towards your goal. One step at a time isn't much, but after you've taken five steps, you can look back and see how much ground you've covered. And after a hundred steps, you'll be even more amazed. Even better, this is a cumulative process – so the next time you make a step, you'll find that you've actually progressed 101 steps from your starting point, and things are really starting to add up. As you're making each small step, it's hard to remember that you're actually moving, but over time in perspective, you're going to see yourself covering a lot of ground.

In the context of the dating game, this means: go out and practice saying hi to girls, or even people in general, even before you understand everything there is to know about human relationships. Go and buy yourself a new shirt even before you've got your game down well enough to score a one night stand with the woman of your dreams nine times out of ten – the shirt is still going to be with you by the time you get to that point, and it will have been helping you along the way every time you wear it. Start having short conversations with people that you meet on Skype, even if it seems completely pointless to you. Start cultivating friendships with people even when you can't see any obvious reason for spending time with them.

These are all small steps in the right direction, and every one puts you one step closer to your goals.

The book is being distributed as “shareware”. You're free to pass it on to anyone you like, and I'd be very happy if you'd do so. Read it, see if you like it, and if so, I'd appreciate it if you'd do the right thing and buy your copy by sending me the nominal cover price at [PayPal](#). (Click on the link to go to the payment page– you may see a security warning and have to explicitly allow your pdf reader to open the site.)

The price of the book is just that of one or two beers, depending on where you live.

Chapter 2 – Biological Background

Apart from approaching the game with the right attitude, there's some other background information which is going to be very helpful to keep in mind. This is going to shock you, so make sure you're sitting down: men and women are different. Actually, it's something that we're taught to ignore to some degree these days – but the fact remains, whether we acknowledge it or not, that there are fundamental differences between men and women, and we each have different biological goals.

The whole reason that you're reading this book and wanting to get women into bed has a biological basis, so it's hardly surprising that biology plays a big role in the dating game. Having an understanding of some of the ways in which men and women differ may help to clear up some of the mysterious behavior that we observe during the course of the mating game.

Pregnancy

When it comes to jumping into bed with someone, this is clearly the biggest difference between men and women. Afterwards, in principle at least, the man can walk away, jump in a taxi and disappear, continuing his life exactly as before. For the woman, there's a real chance that she will get pregnant, which means that she's physically handicapped for nine months, and afterwards has the responsibility of caring a child for years.

Yes, of course we have contraception these days, and conscious choices about sex have changed as a result, but your body and your emotions don't know anything about contraception and carry on the same way regardless. Women don't choose to be attracted to, or have sex with men at a conscious level. It's a decision that's still made at a sub-conscious, emotional level and it's a decision that is still informed by the sub-conscious awareness of the much greater commitment that a woman faces as a result of sleeping with a man.

Think about the situation where a man and woman sleep together, and the woman gets pregnant. The man got his rocks off, and the act cost him about ten minutes of his time. There's a good chance that the woman didn't get her rocks off at all, so to speak, and her life is changed forever.

Please note that I'm not moralizing here. I'm simply laying out the facts so that you understand them.

Genetics

We all have an inbuilt desire to see our genes survive and spread. From the point of view of genetics, the only reason we exist is because our parents, grandparents and all our ancestors reaching back to the beginning of time had that desire to see their genes survive and spread.

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Think about it: not a single person in your bloodline died without having children, and moreover children who also survived long enough to pass on your genes through their children. That amazing survival instinct is something that has been running in your family for as long as anybody can remember, and the chances are that your instincts don't want to make any changes now, despite what you might consciously believe. Exactly the same applies to any girl who you might lay eyes on with thoughts of going to bed with her.

So what things can we do to help our genes to survive and spread? Well, as a man, one strategy which seems like it would work pretty well is just to sleep with as many women as you possibly can. As we discussed above, there's not really much of a downside to getting lots of women pregnant, from a biological point of view. There's almost no cost associated with making a woman pregnant in that sense. At some point, it makes sense for a male to stick around and help raise his offspring, because he can only guarantee his genetic survival if he ensures that his offspring survive too. So at some stage, he probably wants to pick one of the females he impregnated and help her to raise the children to maturity. But the cost associated with making other women pregnant is low, so it still makes sense to cause a few other pregnancies, even if the chance of the resulting offspring surviving is lower in the case that no father is around to provide for and protect them. Bear in mind, of course, that we're looking at things from a purely genetic perspective here – in practice, many other factors come into play when you're trying to choose a reproductive strategy.

We've outlined one strategy which seems plausible for a male, but for a female, the rules of the game are slightly different. Because she can only become pregnant relatively few times in her life, and raise only a small number of children, she needs to be *much* more selective about her pregnancies. She's going to be investing a lot more in each of the chances that she takes at ensuring her genes' survival, and therefore she has to make sure that she makes the right choices.

It's worth noting that the right choices in this context have nothing to do with society's expectations. She is only concerned, at the instinctive level, with finding the best chances to ensure the survival and prosperity of her genes.

In short, the implication of all this is the behavior that you have no doubt observed over and over all around you: men are willing to screw anything that moves and smells reasonably good without too much forethought, whereas women are much more cautious.

Hormones

One important thing to realize when it comes to understanding women is that they live in a much more complex soup of hormones than you do.

As a man, the mix of hormones in your blood is pretty steady from hour to hour and day to day. You've got plenty of testosterone, and not really that much else. You get horny, you get off, end of story. Among other things, that means that your temperament and also your focus remain pretty steady.

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Women have a more subtle and ever-changing mix of chemicals coursing through their blood. They've got a bit of testosterone and also oestrogen and progesterone, which we as men don't really have much of. Furthermore, the balance of hormones in a women's body is constantly changing, most noticeably according to the time of month and therefore where she's at in her reproductive cycle.

What I'm getting at here is that most women are just as surprised as you are at their changing moods. It's not something that they do consciously to piss you off. They're at the mercy of their changing hormonal balance and therefore moods just as much as you are.

Furthermore, women actually have a strong taste for this constantly changing balance – something like a regular drug addiction – so that they really need to cycle through a range of different emotions on a daily basis for their own well-being. The fact that a woman's mood changes often and unpredictably is not a sign that there's something wrong with her, that she's unstable, or just out to make your life as difficult as she possibly can. Her changing emotions are a natural regulatory process, probably not that different to changing oil in a car – it has to happen regularly, otherwise things stop working as they should. Or perhaps a better analogy is the safety valve on any pressurized system – excess pressure needs to be released on a regular basis, or you're heading for a disaster.

You can use this information to ease your own pain at the hands of the changing weather. If you understand more clearly why women's moods are more changeable than your own, you will be happier just to ride the changes out and ignore them, rather than letting them get to you. You can also use this information to your advantage. Knowing that women need a constantly changing emotional landscape, you can fill an important need in a woman's life by providing her with an environment in which she can experience the full range of her emotions.

That's all well and good, but it wouldn't surprise me to hear that you are skeptical about how much of an effect hormones can have on your mood, so I have a couple of experiments you can run from the safety of your own home to prove this to yourself.

You can manipulate your hormone balance by making yourself angry. Start off in a situation where you are feeling more or less relaxed and then search on the internet for a newspaper article that you know is going to wind you up. Perhaps you know there's some politics that gives you the shits, maybe there have been articles about crimes that have really wound you up, if you work in a certain industry, perhaps there are stories about companies that you don't like. What I'm suggesting is that you find some loud-mouthed opinionated schmuck, who's ideas are completely opposite to yours, and who you know drives you crazy. I want you to get into a situation where your adrenaline is running high and you're feeling edgy, with no outlet for your anger. Then sit back and observe yourself. Imagine, if you can, how you would react to even small provocations from somebody in that state. Now go and punch something, jump up and down or whatever it takes for you to let it all out and observe again. I hope that this gives you some feeling (on an emotional, rather than intellectual level) of how big an effect your hormones can have on you.

Second experiment. Put the book down and go out for a walk somewhere where there are lots of hot women around. Or if you can't bear to leave it right now, just do a web search for pictures you can slobber over. Notice how you respond to seeing hot women. Now (OK, you don't have to do it right now if it's not convenient, but make a mental note to try it sometime) jack off for a couple of hours straight, until you're completely exhausted sexually. I know this sounds nuts, but I think it's an interesting and eye-opening experience. Now go and find some hot women to look at again, and note how you probably don't even care anymore.

This shows you two things: firstly, it's another illustration of how your mood and thinking can change drastically according to the mix of chemicals in your blood, and secondly, I think it gives you a great way to see the world from a woman's perspective for a short time. Generally, a woman exists in a state of sexual excitation somewhat similar to the one you are in after a couple of hours of jacking off. That is to say jumping into bed with someone isn't the very first thing on her mind. After a reasonable amount of time getting into the mood, it's a different story, but she's generally not looking for the first opportunity to get into someone's pants in the same way that you are. It's useful to have that understanding in mind when you're trying to pick girls up.

Sex

Make no mistake about it. Women love sex at least as much as men do. Women desire sex at least as much as men do. They are just not so open about expressing it as men are, because of the much greater biological implications. Women to be more guarded than men, because the stakes are higher for them.

Sex also leaves a much great impression on a woman, possibly another reason that she doesn't want to rush into it like you do. In fact, it's easily possible that sex is a much more intense experience for a woman than a man (but how could we possibly know for sure?).

After sex, the average man is happy to have got his rocks off and is happy to roll over and go to sleep (or jump in a taxi and go home to go to sleep). The average woman is wide awake, in a higher state of consciousness (the old joke – first she doesn't want to stay, then she doesn't want to go...) A man can probably forget about the experience, beyond the necessity of bragging about it to all his buddies, whereas most women are affected much more deeply.

I often picture animals fucking in the wild, and wonder whether after the male has made his best effort to impregnate the female, he is no longer important from a genetic point of view (at that moment). Should he fall asleep and be eaten by a predator, it's not as much of a catastrophe from a genetic perspective as if the woman carrying the (potentially) fertilized egg is killed. For this reason, the male is ready to sleep (possibly making easy and distracting prey for a predator), while the female is charged up, ready to carry the fertilized egg to safety.

Fucking is like charging batteries – at the point of orgasm, a whole lot of stored energy is transferred from the male to the female, leaving him exhausted and her fully charged.

Maybe you think it's a stupid story. I'm telling you about it here so they you can pass on to the

next girl who's hassling you about wanting to sleep after sex. At least you'll get a laugh out of it.

Note the change in relationship dynamics, too, after a man and woman sleep together for the first time. Before sex, it's likely that the man has been chasing the woman and she has been running away. After sex, it's like the woman has a fish-hook under her skin and can't get away (emotionally speaking). Again, most women are aware of that both consciously and unconsciously, so they're aware that sleeping with you is a big commitment – not just because they risk getting pregnant to you, but also because they risk getting emotionally attached to you. Sex is a much bigger deal to a woman than a man. Men are constantly saying to women “It's just fucking, it doesn't mean anything to me.” and women are constantly saying “I don't believe it. You can't fuck without it meaning anything.” They're both right, and now you know why.

Like pretty much all the material you'll find in this book, I'm not moralizing here. I'm simply painting a picture of the way things are, so that you understand what is going on. It's not *right* or *wrong*; it just *is*.

So, there are two morals to this story: firstly, don't be frustrated if a girl is acting coy. That's just the way it is. Secondly, if you think you want to see her again after the first time you sleep together, *you've gotta call her the next day*.

Desire

I'd like to take the chance in this chapter to point out that your desire, is natural, healthy and attractive to women. The more I think about it, the less I understand why we're taught to hide our desires.

You know the situation anyway: a man expresses his desire for a woman using some tried-and-tested phrase like: “Man, she's hot”, to which any women within earshot are likely to reply with some tried-and-tested phrase like: “All men are the same”, with accompanying derogatory insinuations.

That's all well and good, but we often interpret that in the wrong way, and start thinking that women disapprove of being desired. If you stop and think about it, though, it's generally a case of women disapproving of *other* women being desired (instead of themselves), or if a woman disapproves of being desired herself, it's generally in a joking way. The only women who complain in a genuine way about being regarded as desirable are the ones who never get any attention, and that is the cause, rather than the effect.

OK. After those long-winded general remarks, the facts that you need to know are these:

Your desire for women is natural and healthy. You don't need to hide it.

Secondly, women take it as a compliment. Any human being feels flattered to receive attention, and women are certainly no exception in that regard. Women often hide the fact that they enjoy this attention for various reasons: society expects it of them, or they are simply testing to see

how strong your desire is (more on both of those topics later in the book), but beneath the surface they love it.

You can experiment to verify that for yourself quite easily. Give a woman plenty of attention, completely over the top, to the point that she genuinely does seem to hate it, and you're almost embarrassed (do it in a playful way, not in such a way that she's going to have to take out a restraining order against you!) and then suddenly cut the attention completely. At that point she's going to start craving the attention that she got used to, and the facts of the matter are suddenly going to be crystal clear to both of you.

I suppose the only caveat that we need to discuss here is that you need to get used to presenting your desire in a non-threatening way. In essence, you need to present it in a way that she can take it or leave it: let her know that you want her, but don't shove it down her throat. This is a pearl of wisdom that is taught in the martial art aikido: don't back your opponent into a corner from which their only way out is to slam you. Always leave them an easy way out. The same applies when you're dealing with women: if you back them into a corner (figuratively speaking) and start giving them reasons to be afraid of you, you're going to get slammed.

The book is being distributed as “shareware”. You're free to pass it on to anyone you like, and I'd be very happy if you'd do so. Read it, see if you like it, and if so, I'd appreciate it if you'd do the right thing and buy your copy by sending me the nominal cover price at [PayPal](#). (Click on the link to go to the payment page– you may see a security warning and have to explicitly allow your pdf reader to open the site.)

The price of the book is just that of one or two beers, depending on where you live.

Chapter 3 – Basic Principles

This chapter highlights some of the principles of human nature that are involved in the processes of pickup and seduction. There are no 'techniques' or concrete processes described here – it's simply a presentation of background information and ideas that you should keep in mind as you read further, and when you're out meeting women and trying to analyze what's going on around you.

Addiction

It's probably obvious to you that some things are physically addictive: cigarettes, alcohol, hard drugs and so on. You may or not be aware that there's also a psychological aspect to addiction. People partly get addicted to drinking and smoking out of habit, but can also become addicted for purely psychological reasons. Gambling addiction is a case in point.

Why am I telling you this?

Because you can use it to your advantage if you understand addiction mechanisms. The conditions required for something to be addictive are very simple: there has to be a 'reward', a 'punishment', and there has to be some degree of randomness involved in the way the rewards and punishments are dished out.

In gambling, the reward is winning money, the punishment is losing money, and of course you never know when either is going to happen.

With a girl, the situation is obviously more complex, but I'm sure I don't need too much convincing that the reward is sex, the punishment is the lack of sex, and you can never be completely sure when either is going to happen.

Stop and think about it for a second. You're not going to remain interested in a girl for very long once you realize that nothing is ever going to happen with her. Likewise, although it will take some more time, you're eventually going to get bored with a girl who always gives it up to you without a challenge. It's the girls who make you work for it, sometimes letting you in and sometimes not, who get under your skin.

If you're aware of this mechanism, not only can you use it yourself, but you will be aware when it is having an effect on you. No, smartass, you are not immune! You can't fight this process, you can only recognize it and avoid it when necessary.

Alpha

Of course, if you have read any of the books kicking around the internet about picking up and seducing women, you will have read some discussion of the concept of the “alpha male”. The idea is based on observation of our primate cousins, the gorillas. Very similar patterns of behavior apply to humans, but things are more exaggerated in the case of gorillas, so let's start our explanation there.

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In a group of gorillas, the alpha male is the leader of the pack. The dominant male who is probably the strongest, largest, one of the oldest and most intelligent in the group. He is the one who is in charge, who organizes the others and who lays down the laws. He's also the one who gets the most action from the female gorillas, a right which he fiercely protects.

Now, as I say, you can read about this idea as it applies to the dating game anywhere and everywhere, but there's often a slight mis-perception involved in its interpretation. Obviously the goal is to become the alpha male – the guy who's in charge and gets all the action – but it's not always properly understood what that means, or how to go about it.

For the record, the alpha male is not the loudest, most overbearing, aggressive member of the group. The alpha male may or may not be the explicit center of attention of the group – but this is not the defining characteristic. In reality, the alpha male is the one who looks after the group, protecting the members from outside threats, organizing the group so that everyone is happy, perhaps only pulling strings in the background. He does this not because he craves attention, but because he cares about the wellbeing of the group. That's the way the alpha male earns respect.

In a group of humans, the alpha male is not the one who is constantly picking fights, shouting at the top of his voice, being a smartass and generally trying to draw attention to himself. He's the one who is suggesting interesting things to do, places to go and quietly building consensus within the group to get them to move together. He doesn't seek to prove that he's stronger or more clever than other people in the group – he recognizes the strengths and weaknesses of all the people in the group and gets them to cooperate to get things done.

Keep this in mind when you go out, and even have a look around and think about who are really the alpha males around you. They might not be the ones you previously thought, given some popular stereotypes. Find out who is really pulling the strings, and then learn from them – that's the guy you want to imitate.

Humor

If you can make a girl laugh, you can probably get into her pants. Remember that.

In order for people to laugh together, there needs to be some rapport, some common understanding of the joke, it's disarming, and besides that, it feels good to laugh.

With that in mind, if you can get a girl to laugh with you, it means she's let her defenses down. You're on the inside. So think of laughter as a stepping stone to your goal. It's hard to meet someone and jump straight into bed with them. It's much easier to meet someone and make them laugh. It's also much easier to get someone into bed with whom you have also established some rapport. Put two and two together here...

Scarcity Mentality, Zero Sum Games

A big part of being successful in this game depends on your attitude. The wrong attitude can

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cripple you, whereas the right attitude is really going to take you places. Having a proper attitude is based on having a proper understanding of the way things work.

One such critical attitude is your attitude towards scarcity. What I mean is this: imagine you're waiting for a bus. Next to you, waiting for the bus as well, is *the most gorgeous* girl you have ever seen. You know that you have to talk to her. You'll never be able to live with yourself if you let her slip through your fingers.

But what are you going to say? You've got a few great pickup lines and one or two jokes up your sleeve. But they're a bit offensive. What if she gets upset and won't talk to you anymore? Then she will be lost to you forever. Damn, the stakes are so high – you can't afford to make a mistake. What are you going to do? Quick, man – she's about to get on the bus.

Ever found yourself in this situation? It's a problem with your perception of scarcity. Somehow you've convinced yourself that this one girl is the only girl in the world for you, and you've put yourself under a whole lot of unnecessary pressure, to the point that you can't take any action.

The reality of the situation is this: there are thousands of hot girls all around you. The very fact that I'm sure you've found yourself in this situation many times is proof of that fact. The fact that James Blunt had a song about this phenomena at number one for who knows how long is proof of that fact. And the implication is, you don't need to get stressed about things. Just talk to her. If you stuff it up, if she's having her period, if she's already married and won't talk to any other guys – whatever the reason, if you don't end up hitting it off, it doesn't matter! There's always going to be another chance, so take it easy and go with the flow.

Next time you're on the bus, the metro, or have a lunch break where you work, have a look around you. I promise that you are going to see hot women all the time, in every direction. (If you don't, perhaps you should consider moving). There is no way in your lifetime that you could possibly approach all the hot girls you see. What this means is that you are completely, utterly free to make as many mistakes as you like, because there are always more chances to improve your game in the future.

Fear

There's another thing which might cause you to hesitate when approaching girls, and that's the plain old fear of women. Strange as it sounds, we all suffer from it. Every guy suffers fear at women at some stage or another, just as every performer suffers some degree of stage fright, every job applicant feels nervous before an interview, every sportsperson feels some apprehension before a game. Some people are better than others at hiding it, but everybody feels it.

So that's the first thing you need to know about fear: everybody is in the same boat. And there's nothing you can do about it – it's always going to be there. Which leads to the second useful piece of advice in this area: since you can't eliminate it, you might as well get used to it, and turn it to your advantage. Start to perceive that feeling as excitement (a positive emotion) rather than fear (a negative emotion). The feeling itself is the same (that's the part you can't change)

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but it's possible for you to change your perception of it. After a while, you're going to get to like that feeling and you're going to start searching it out. That's where you want to be.

Finally, be aware of the root of that feeling. It seems strange that we can be so afraid of women – physically, there's no threat. It's so strange, that if you ever try to explain to a woman that you're afraid of women, she's probably going to assume that you're joking. She won't believe it.

In reality, we're not afraid of women as such. We're afraid of rejection. When you approach a woman, you are giving her the chance to reject you (and of course, sometimes she will). In essence, you're handing her your sense of self-worth, letting her take a look at it, and then either confirm it or throw it back in your face. That's a scary situation – putting your soul in somebody else's hands and then waiting to see if they like it or not! (Note that this is exactly the same reason that it's scary to go to a job interview, or to get up on stage in front of a crowd – you're offering up your soul, in some sense, to be judged by others.)

Sounds plausible. How do you deal with it? Make up your mind that the only person who's going to judge you is you (and while you're at it, you might as well decide that you're a pretty cool guy). Decide in advance what you think about yourself, and then you don't have to wait to hear what other people think of you. In any case, you know yourself a lot better than someone you have just met, so you're in a much better position to judge.

Apart from that, keep an open mind and don't pretend to judge other people either. If you're in the habit of constantly putting other people down, you're going to start to think that that's just the way things work, and that other people are out to put you down as well. In other words, if you're an asshole yourself, you're going to constantly live in fear of other people seeing you as an asshole too. Your choice, if you see what I mean.

Emotion

Particularly in western societies, we get used to placing logical above emotional thinking. If you've been brought up that way all your life, it's going to take a lot of thinking and observing to realize that it's simply a matter of taste. By which I mean – thinking logically is not the only possibility.

You need to realize that no matter how much emphasis we place on the supremacy of logic, there's *always* another current of emotional thinking running in the background. And you need to learn to tap into that and turn it to your advantage.

The most important thing to understand is that emotions are *not* logical. In logical thought, we try to move in one direction, towards a solution or an answer, so in that sense, there is a *right* and *wrong* direction to go in. Emotions don't work quite the same way – instead of right and wrong, things are measured in terms of *more* and *less*.

When you're interacting with women, and I know it's something that's really hard to get used to, you need to think in terms of creating more emotion in any direction, without judging whether or not the emotions are good ones or bad ones. Fear is just as valid an emotion as joy.

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Anger is just as valid as happiness. It's like going to a buffet and trying lots of different foods – you can't say one is better than another, though you probably can say one has more or less of its own particular flavor than another.

So when we're talking about emotions in relation to women, this is your goal: to put on as large and as tasty a buffet as you can. On the one hand, this involves learning how to “prepare” different emotions, and on the other hand, learning to deal with all the mess that this can cause without going nuts.

Curiosity

I don't know if you've ever had the experience of reading a thriller. If so, I don't know if you've ever had the experience of saying to yourself: “This book is terrible. I can't believe I'm reading this shit.” but still not being able to put the book down. That feeling of being unable to stop, despite desperately wanting to.

That's the power of curiosity.

It's the art of telling a page-turning story, of a great sales pitch, and it's also the art of holding a woman's undivided attention for as long as you want it.

Essentially, creating curiosity involves pushing someone off balance – telling them something surprising or shocking – and then withholding the piece of information which will let them return to their balance. As long as they are off balance, they will desperately want to get their balance back – and you hold the key!

If you're creating a book, a movie, a play or anything like that, there are a few things you need to keep in mind about the characters you are painting, and exactly the same thing applies when you are creating a character for yourself. I point this out in the context of curiosity, because as you are playing out some character and building up some story to generate curiosity, bear the following hazards in mind so that you don't blow it:

If you don't react enough, or get involved enough in your own story, you're going to come across as cold or frigid and in the end, not believable. If you're not believable, you can't generate curiosity.

If you over-react, you're going to come across as melodramatic, that is, as someone who reacts for no apparent reason, and again you're going to damage your ability to generate curiosity through lack of credibility.

It's a fine line to tread.

Social Proof

Again, social proof is an idea that is commonly discussed in many books about seduction, and I don't claim it as my own. It's a well-known and important phenomenon in any social context, not just one that involves men trying to get women into bed.

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Social proof is the process behind the currently-trendy field of “buzz-marketing”, it's the reason books and movies are always promoted with quotes from several critics and it's a critical tool if you want to improve your success with women.

Let me give you two different examples of “social proof”.

A new CD is released by some band you've never heard of. You see an advertisement for the CD in a music magazine, but you ignore it. It's just more advertising 'noise'; you've never heard of the band. Later in the day, you turn on the radio to hear a song from the album being back-announced. You just missed the song, but you heard that same band's name again. You go downstairs to grab a coffee from your local café, and as you're drinking it and flicking through the paper, you see an article about the lead singer from the same band getting busted for driving drunk. Hmm. Something's going on with these guys – they're everywhere you look, and already before you've heard any of their music, you're getting kind of curious. By the time a buddy mentions the CD to you at work the next morning, you've already heard their name four times in 24 hours, and you pretty much have to buy the disc. Note that no-one ever mentioned anything about the music, or whether it was any good or not – just the fact that it hit you in the face four times in the space of one day gets you interested. That's social proof.

Another scene. You're sitting in a bar. By yourself, at the bar, looking like a loser. At least that's what it looks like to the hot girl sitting at the table on the other side of the room. It's early in the evening, and while you're sitting there, another barman comes in to start his shift – and of course he greets you: “Hey man! Shit – it's been ages since I've seen you round here. What the hell have you been up to?”. Five minutes later, another group of girls walk in and go over to an empty table but one of them sees you out of the corner of her eye and leaves the group to come and say hi, and kiss you on the cheek. Then your buddy comes in and joins you at the bar, apologizing for being so late – it's because he bumped into some of your old friends on the way, and now they're going to come along too.

Suddenly, the girl at the table who thought you were a loser in the beginning is wondering what on earth is going on, and she's got her fingers crossed under the table that you'll go over and try to pick her up. You're obviously a pretty interesting guy. Take your time though – she's on the hook now, and you're not in any hurry. That's social proof.

The key to social proof is this: if your attention is drawn to something by three or four *independent* sources, you are going to start getting curious, whether you like it or not, and regardless of what you know about the thing itself. Note also that the sources have to seem independent both from each other (that is, they all appear to have made up their own minds that the 'thing' in question is interesting enough to mention) but also independent from the object (the illusion is going to be destroyed if one of the endorsers is seen getting a kickback under the table!).

Tests

Tests are, I believe, one of the most fascinating, insidious and ever present facets of the dating

and relationship game. For that reason, I'm going to devote what might appear to be a surprising amount of space to discussing this one aspect of the game. I think you'll find that having a good grip on the nature of these tests will pay off for you in a big way.

If a woman is looking to get involved in any kind of relationship with a man (even if it's only for one night...), she wants to look for some kind of security. Again, another long topic, but let's just agree that at some level, normal women need some level of security before they can open up to a man. All the tests, and there are many, involve pushing the man and seeing if he moves, to test his stability.

Before you abseil off a cliff, you're going to check the tree you've chosen as an anchor pretty bloody carefully. You're going to push it hard in all directions and make sure that fucker isn't going to move an inch before you trust your life to it. Before you jump off a cliff into a river, you're going to make pretty damn sure there's no rock beneath the surface that you're going to break your neck on.

This is what women are doing with their tests. They are pushing you as hard as they can, genuinely trying to move you, but hoping that you won't move. If they've done everything to you and can't move you, they breathe a sigh of relief and can relax for a moment.

Maybe you've already had this experience: a girl is screaming at you for whatever reason, and you refuse to change your mind no matter how upset she gets. Then suddenly she softens and you get the hottest kiss of your life. Or whatever else. It seems crazy if you don't know what's going on: but she was testing the water and found out that it was OK to take a jump with you.

The more sexual a woman is, the harder her tests are going to be. She wants to be really sure of your stability because she wants to jump a long way with you. Which is a good thing. In some sense what I'm saying is that the better you get at dealing with tests, the bigger jumps you're going to have women making with you, and I think that's more than enough motivation to put some effort into this part of your game. As discussed last time, tests are tests for stability, so the essence of dealing with tests is stability. A big part of this is simply experience, practice and getting stronger. You have to fail a lot of tests before you learn to deal with them. But the core of the issue is simply having a stable, consistent view of your world. No tricks. No deception. No manipulation.

As an example, how do you deal with the question: "Does my butt look fat in these jeans?". What's the correct answer?

There isn't one. It's yes or no, depending on whether you think she looks fat or not. The point is not to give the "right" answer but to give your opinion and stick by it, no matter what, thereby demonstrating your stability. The only way you're going to be able to stick by your opinion no matter what she throws at you is if you tell the truth.

So the hard work involved in learning to deal with tests involves two things: you've got to develop a stable, consistent view of all aspects of your world, and you've got to learn about the

ways people try to attack your world view and how you can defend against those attacks. And don't be afraid to pick up and move your world view if you find a new position that is more stable, if you see what I mean.

Be aware, though, that excessive testing is a sign of insecurity, and a woman who tests you "to destruction" might be one you'd like to avoid.

As with anything, once you get good at the dating game, you might enjoy the challenge of trying to pick up women who push their tests to the limit. No problem. Just realize that if you don't enjoy being tested relentlessly, it might be worth looking elsewhere.

All women are going to test you - there's no way around that. But a stable woman will just continue until she feels secure. She's generally able to look after her self, but sometimes she needs someone to lean on, and she's interested enough in you to want to find out if you can fill that role. Take it as a compliment. Pay her back the compliment by giving her what she wants, which is that you don't cave in to the test.

But someone who is insecure won't stop once she feels safe. She'll keep pushing until something breaks. I'm sure you all know someone like that. The thing is: you can't win in that situation. If the girl is always going to push until you break down, the only possible outcome is that you end up broken down. It's a case of knowing when to move on.

Tension And Pressure

Creating attraction in a woman has a lot to do with creating tension. It's all about tension and release, tension and release. Stop thinking about the release part, for God's sake, and start working out how to create tension.

The physical analogy is pretty useful: if you create tension, somebody's going to be pulled towards you. You release the tension they can relax and float away. Couple of things you need to be able to create and maintain tension: you need to be stable, and you need a connection with the other person.

You're going to experience the stability problem sooner or later. You find a girl. You like the girl. You make all your moves. You make a connection. You sink your teeth in and get under each other's skin. Then you find out that she's stronger than you: she walks away and you get dragged down the road behind her, kicking and screaming and wondering how things got so out of control.

So make sure you're stable before you try to create tension in your relationship, otherwise you might end up flat on your back - and not the way you like it.

So what kind of things can you do to create tension? Anything that's unexpected creates

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tension. Anything that puts someone off balance. Tension is that distance between where you expect to be, and where you really are. You get where I'm coming from?

Turning up ten minutes late for a meeting creates tension. You're expected, but you're not there. Being unavailable creates tension. You're wanted, but not to be had. Doing your own thing creates tension. But tension is all about *attraction*. Doing something unexpected can also create *pressure*, which isn't what you want. Creating pressure pushes people away. Turning up with a dozen red roses on a second date creates pressure. Don't do it.

Don't forget that you have to resolve the tension as well. If you just keep cranking up the tension, something is going to break eventually. So give her (and yourself) a break once in a while!

Social Pressure, Attitude, Norms

Like it or not, everybody feels social pressure. Even in western countries, where we seem to encourage everybody to be “different” we're still under pressure to conform and be “different”. When you think about it, it's not really “differentness” that is encouraged – it's just an attitude of rebellion, but it's still rebellion of a group of people against certain ideas. In the end, there's still a lot of pressure towards conformity.

The reason I want you to understand something about social pressure is that when you are trying to pick up women, you need to understand what kind of social pressure women are under. You can't fight that social pressure – you have to acknowledge it and work with it, using it to your advantage. Otherwise you're just trying to swim upstream, wasting energy uselessly, when you could just swim straight downstream to your goal. In other words: you're not out to change the world here – you just want to get women into bed, so just accept the way society works in this way and go with the flow.

Women are under pressure to:

- be physically attractive
- be submissive
- be well behaved

Note that many of these pressures are no longer explicit. For example, it's no longer possible for the majority of people, male or female, to demand that women be physically attractive, but everybody knows and understands this undercurrent.

Let me illustrate what I mean by “going with the flow” with respect to each of the points above.

Attractiveness

You want girls to look good. Girls want to look good. Work with it be appreciating and encouraging the effort. Reward the girls who make an effort by paying them some attention

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(I'm not talking about groveling or freezing up with fear – I'm just talking about some casual, confident attention).

Don't shoot yourself in the foot by assuming that she's a bitch just because she looks good. She's under pressure to look good, so don't slam her for it – otherwise she's obviously going to slam you right back.

Submissiveness

Again, another taboo desire in these times – but most women still want to have opportunities to let go, relax and let somebody else take control of things once in a while. This means that you have to be prepared to take control when it's required.

In other words, if a girl has the guts to surrender control to you, take it as a compliment and go with it. She's not trying to manipulate you – she's trying to drop you some hints that she trusts you. Get it?

Good behavior

Despite what you might think because of all the “girls gone wild” you see around you, women are still under pressure (at the subconscious level) to be well behaved. They're being watched and judged by everyone around them, and they know it.

What this means is that if you walk into a girl's local bar and invite her in front of all her friends to go and give you a blowjob in the toilets, she can't. And in fact, tempted as she may be, the only appropriate social reaction for her is disgust. In other words, you're going to get slammed.

Understand and respect that pressure, and use it to your advantage. That approach is going to fail, because it's fighting all the laws of nature. On the other hand, if you secretly whisper an invitation in her ear to go *somewhere else*, away from the social pressure, you have subtly acknowledged the situation, established some rapport, and therefore stand a much better chance.

Jealousy

Despite what you might think, jealousy is not unhealthy, and you shouldn't try to avoid it. What you should do is to learn to understand it and to manage it.

If you're capable of understanding and managing jealousy, you have already set yourself apart from 99 percent of the population, and you have a powerful tool in your hands. You can power through situations where others would crumble, and certainly impress the ladies in the process (“How did you do that? I would be sooo jealous.”)

Jealousy is an instinct that kicks in around people that you care about. Maybe you only care about a girl to the degree that you want to sleep with her, but you can still feel jealousy (and be aware that your feelings can escalate as a result!) Jealousy is a natural mechanism which makes

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you feel protective about people that you care about. You want to protect them from danger, and you also want to protect them from sleeping with other people...

That's the simple truth about managing jealousy: you just have to accept it as a natural and healthy emotion. Don't try to avoid it, and don't try to fight it. You're only going to try to avoid jealousy if you view it as a bad thing. There's no way you can avoid it, so it's much better to simply accept it for what it is.

The same attitude is effective in dealing both with your own jealousy and somebody else's.

Take care though: don't get confused between having your jealousy under control and not caring at all.

Responsibility And Guilt (Overcome)

Guilt is an interesting issue. Sooner or later, women in your life are going to make you feel guilty. I want to devote a bit of space to this topic, because I feel that guilt is something that can cripple you if you don't understand it and don't know how to manage it.

You're going to receive pressure to feel guilt for all kinds of reasons, some of them trivial, some of them completely valid complaints. You stare at another girl's ass walking down the street, you're going to get a guilt trip. You turn up late for a date, you're going to get a guilt trip. You buy her flowers when you never buy her flowers, you're going to get a guilt trip ("Why are you buying me flowers? What have you done?")

Whether you like it or not, and more surprisingly enough, whether they like it or not, this is going to happen. What I'm getting at is that a lot of times a woman will lay a guilt trip on you without even realizing that she's doing it. For her, it happens in a subconscious way. It's an instinctive process, much the same as the process of "testing" that we have already discussed.

Before I go further, I'd like to point out something that is perhaps already clear: guilt is not useful to you. You want to eliminate it. In this way, it's different to jealousy, which you want to learn to manage.

The fact that women use the guilt trip as an instinctive part of their behavior leads us to the simplest way of dealing with it: make the woman aware of it. In many cases, she will react with surprise and an apology, since she had not intended to make you feel guilty.

Secondly, and more powerfully, you need to combat guilt internally. You can do this through two related processes:

1. Realize that it is up to you to decide whether you are behaving in a way about which you should feel guilty. Everybody makes their own judgments. A girl might judge that you reading Playboy is wrong, and try to make you feel guilty about it, but you will only feel guilty if *you* feel that it's wrong.
2. Only do things that you believe in. If you're comfortable reading Playboy, then go ahead. You can't feel guilty if you don't feel that it's wrong. On the other hand, if you

feel that it's wrong, then you're vulnerable to guilt, even without anyone else pointing it out to you. So, don't do it, because you're going to cause yourself a headache.

I only choose Playboy as a simple example. I'm not preaching any morals here – it's up to you to decide what is OK for you, and what is not. And it's also up to you to realize that you can change where the line is drawn by thinking through different issues. And other people can also change where the line is by thinking through the issues for you, and putting you under pressure to come around to their way of thinking.

In the end though, this is yet another situation in which you have to know when to cut your losses. Realize that different people will put you under different amounts of pressure to feel guilty. Realize that feelings of guilt are unhealthy, and you want to avoid them if you can. Realize that sometimes that means that you'll have to cut and run.

Consider Other People's Point Of View

The best way to be successful in this game is to get outside your own head and start to see things from other people's point of view. You'd be amazed how different things look from the outside.

Try a few quick experiments if you don't believe me. Write a seductive email, send it to yourself and come back and read it a week later. Record your voice performing one of your pickup routines. Make a video of yourself performing (for the sake of these experiments, you can do this from the comfort of your own home). Compare some recent photos of yourself with pictures of the people you would like to be like.

Get a shock?

OK, it's important to realize that you won't be perceived in a certain way just because you want to be perceived that way. You have to actively work on creating that perception. And it might be hard work – but it's worth it.

There's a second meaning to this section's title and a more important one at that. You need to focus on what other people are looking for, not on your own needs.

This is a critical mindset: if you give women what they want, you are going to be successful with women. That's pretty much the beginning and the end of the story. So the rest of this book deals with how you can do that.

The book is being distributed as “shareware”. You're free to pass it on to anyone you like, and I'd be very happy if you'd do so. Read it, see if you like it, and if so, I'd appreciate it if you'd do the right thing and buy your copy by sending me the nominal cover price at [PayPal](#). (Click on the link to go to the payment page– you may see a security warning and have to explicitly allow your pdf reader to open the site.)

The price of the book is just that of one or two beers, depending on where you live.

Chapter 4 – Inner Game

This chapter is the most important chapter in the book. If you get your so called “inner game” down, you're going to be successful with women regardless of what techniques you use. On the other hand, if your inner game is weak, it's irrelevant how technically polished you are – things are just not going to work out the way you would like.

What is inner game? Inner game refers to your self-perception, your motivation, your attitude, your self-talk. In short, everything that goes on inside your head. It is a concept used in contrast with collection of ideas and tools you have which relate to the outside world. It's a collection of ideas and techniques for managing yourself. It's important, because you have to be able to manage your own world before you're able to interact with the external world. Inner game refers to your inner beliefs, which are then reflected in your external actions.

The inner game concept is so critical that you'll find it embedded in all kinds of places. In sports psychology, you will hear people referring to their toughest opponent being themselves. In religions of all persuasions, people are taught to correct their own faults before they start criticizing others. When you fly in an airplane, you're told to secure your own oxygen mask before trying to assist others in the case of an emergency. That's a no-brainer: you've got to be alive before you can help anyone else to get their oxygen mask on!

Diverse as they are, these ideas are all expressions of the “inner game” concept. You have to take care of yourself before you start worrying about other people. If you were brought up anything like me, you were taught that you should consider others before yourself, and this probably sounds somewhat selfish to you. In reality, there's a subtle difference in meaning. As we've seen in a previous chapter, it's essential that you focus externally on others and the world around you if you're going to get what you want. However, taking care of yourself is often the best way to be able to take care of others. In this sense, you can think of thinking of others *above* yourself, by taking care of yourself *before* others.

If you are skeptical, stop and think for a second whether you prefer to spend time with somebody who has their shit together, who's well-dressed, well-employed and has all their problems under control, or with someone who's constantly making a martyr of themselves, making a big deal out of the fact that they are always “helping others” and don't get anything in return. Ironically, the situation is the reverse of what it initially seems: the person who has taken care of themselves and improved themselves has put themselves in a position which is stable enough to really make a difference in the lives of people around them, whereas the martyr, by neglecting themselves, has put themselves in a position of weakness from which they can only drag others down to their own level.

The reason I mention all this is because I want you to be motivated to take care of yourself, not only with a clear conscience, but with the understanding that it is really the only sensible way to live your life. It's not an attitude of furthering your own cause to the detriment of others: it's an attitude of improving the lives of people around you by being a better and more inspiring

person yourself. This is the real alpha male attitude, and it is the attitude to which women are drawn magnetically.

Perhaps even more importantly, getting your inner game down is critical because your external actions are simply a representation of what you believe internally. “Method acting” refers to a system in which actors (in the theater or the movies) try to understand the motivations of the characters they are portraying. They try to feel the emotions that their character would feel in any given situation. After that, their portrayal of the character emerges naturally. That is to say, once they align themselves with the motivation and emotion of the character, they no longer have to “act”, because they have essentially become that character for a period of time. This is what you are trying to achieve when you are polishing your inner game.

Looking After Yourself

This is going to sound weird to you. It's going to freak you out, and you're going to want to reject this idea when you first hear it, because it sounds kinky, but you have to *fall in love with yourself* first. That's the first step on our journey.

We talked in the previous chapter about “social proof”. The first piece of social proof you have is you. If you can't recommend yourself as a guy who is great to spend time with, who can? And if you can't be bothered to take care of yourself, what makes you think you're going to be able to convince any woman that you're going to be able to take care of her long enough to get her into bed? I'm not implying that you need to make any commitment to care for a woman for the remainder of her natural life just in order to sleep with her, but she needs to know that you're going to care for her at least in the time you spend leading up to the act, and for long enough afterwards that she determine that she didn't get pregnant and can carry on her independent life.

Don't tell me you don't want to care about a woman, and that you only want to get laid. If you're not prepared to show a caring attitude at least for that short period of time, there is *no way* you are going to get laid. This is one of those ideas that I alluded to earlier: keep the ideas that work, get rid of those that don't. Demonstrating your attitude in that way works; showing that you don't give a shit does not.

Understand that you don't need to communicate this concept to a women in a literal manner. You might be a rough-cut tough guy, but still send the message that you've got everything sorted out. It's this communication at the subconscious level that you need to concern yourself with, but in any case, the message you want to send is that you have value.

Note that I'm not saying you have to do a lot of soppy romantic shit like turning up to every day with a bunch of roses and calling five times a day. In fact, as we'll see later, this is actually a bad idea. You don't necessarily need to be clean-cut and unfailingly polite, but you do need to demonstrate that you've got what it takes to look after a girl, and that starts with demonstrating that you've got what it takes to look after yourself.

So take a deep breath, throw any old preconceptions out the window, and start getting into

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yourself. You need to start affirming to yourself that you're the most amazing guy you've ever met. (Note that there are two parts to this process, as we'll address below: firstly, learning to appreciate the strengths that you already have, and secondly, improving on the areas in which you feel you are weak.)

This process of affirmation is probably going to feel a bit strange at first, but it's a gradual process of thinking along positive lines. Try to turn each of your thoughts around one by one until you're an unstoppable optimist. By this point, you will probably notice that you're an unstoppable seducer too.

Below, I'm going to go into some more detail regarding some of the ways in which you can demonstrate the fact that you believe in yourself, and some of the things you can work on to show a girl that you're a guy who's worth getting into.

Improving Yourself

At the same time as you are getting comfortable in your skin, increasing your confidence through positive self-talk, you should be running a parallel program of self-improvement. Pick different aspects of your character and your life that you would like to change, and work on them each day. Making little changes day by day add up to big gains over a longer time period.

Below I'm going to address some specific aspects of your life that you might want to think about, illustrating some appropriate attitudes with respect to the art of seduction, and suggesting which improvements are worth focusing on.

Money

Concerns about money are at the top of many people's lists. Just as many women feel pressure to be physically attractive, many men feel pressure to be financially attractive. In simpler terms: rich.

The good news is that when it comes to picking up women, your financial situation is pretty much irrelevant, as long as you know how to keep it in perspective. A lot of guys see other guys walking around in expensive clothes, wearing expensive jewelery, driving fast cars *and* spending time with beautiful women. They assume that the women are attracted to them because of the money (and of course, in some cases, that is partially true). However, it's more likely that both the women and the money are attracted to confidence – that is, a guy who has his inner game down is going to attract both women and money. It's not the money attracting the women – it's the confidence.

So that's the second portion of the good news – as you begin to build your confidence, not only will your situation with women improve, but you'll probably notice your finances improving as a side-effect. There are lots of reasons why this happens, whatever your employment situation. If you're more confident, you're more likely to ask for and be given pay raises. You're more likely to command respect from people who you work with, and are more likely to be able to

pursue promotions to leadership positions. If you work in a sales role, you're going to inspire more confidence in your customers and will be able to close more sales. If you run your own business, all of the above factors will combine to strengthen your business. If you work in entertainment, or media, your more confident voice is going to come through in everything you do, again increasing your earning potential. In any case, I'm sure you get the point.

The facts are these: the vast majority of women will choose an interesting, challenging guy of modest means over a rich, insecure bore every time. The women who don't are not women you want to waste your time in pursuing.

Women are not attracted to money. They are attracted to a guy who they think can take care of them. Money is one sign that a guy could probably take care of them, but women are attracted to strong guys who can make things happen over money per se. Leave your traditional perceptions behind and look around and you will see lots of examples of gorgeous women with guys of average financial standing. Furthermore, once you start to look for it, you'll see that it makes much more sense for a woman to be with a self-confident guy, than a rich, insecure guy.

There's one more factor you should keep in mind when it comes to women and money: there are women who are purely motivated by money, and who will make all their dating choices based on questions about money alone. If you go after women like these, you're only going to cause yourself a lot of misery. In light of this fact, you actually want to be careful about showing off your money. If you make a big deal about having plenty of money, the gold-digging girls are going to come swarming, and you might not end up with any choice apart from money-motivated women. If you're a bit more low-key, you're going to be able to cut through to the more genuine girls.

Also, if you use money as a crutch – for example, picking up women simply on the basis that you've got plenty of cash to throw around – you're actually hurting your development as a skillful seducer. You're relying on an artificial support mechanism, and you're never giving your real skills a chance to develop. Sooner or later, you'll find that this will come back to haunt you, so be careful in this area.

Finally, don't lie about your money situation. You're only going to come off as an insecure amateur. Women have an uncanny talent for detecting bullshit, and they also know that if you're happy with who you are, you have no reason to lie about your financial situation.

Your Job

Your job says a bit more about you than your financial situation, and there are certainly women who are attracted to specific professions. However, more important than what you actually do is your enthusiasm for what you do (and if you really don't give a shit about your job, maybe it's time you looked for something else anyway).

You can present your job anyway you like, and you can make any job sound interesting or boring. You can even refrain from discussing it altogether, creating mystery and curiosity. She'll probably come up with a fascinating story of her own which you can then both riff off

and create something hilarious. This can be fun even if you think what you do for a living is the coolest thing in the world.

Mix it up. Questions, and particularly challenges, about your job are more tests to see how you react, and how you feel about yourself, than genuine interest in the details of what you do all day. After all, the girl is going to be much more interested in what you do at night time in any case. Your hobbies and extra-curricular skills, as we'll discuss below, are also much more important than your job in the context of seduction.

Don't lie about your job situation. By all means, make up some entertaining stories as long as they're funny, and that it's clear you're not trying to cover up something you're embarrassed about.

By all means, tell her stories about what you'd really love to be doing, rather than what you're really doing. Just don't give her the impression that you're trying to cover up something that you're ashamed of, because she'll know straight away, and you're just going to be shooting yourself in the foot.

In any case, if you work as a doctor and you come across a woman who is only interested in dating musicians, or you're a musician and you come across a woman who's only interested in dating sailors, stop and ask yourself if you really want to pursue that woman. The best situation you'll find yourself in is that you're spending time with a woman who really doesn't care for what you are, and that's a stupid situation for both you and her to be in. OK, sure, you might get her into bed, but why not save your energy to get an equally attractive woman who is into what you do into bed? The sex is going to be ten times better, and that's good enough justification for lots of things.

Physical Appearance

Clothing, hairstyle, cologne, level of fitness, shoes, posture.

These are all factors associated with your presentation. They are all factors that are easy to change and make a big impression on women because they convey important messages at a subconscious level. For those reasons, it's a good idea to put a lot of thought and effort into these areas.

You might balk at the idea of putting effort into your appearance, but the reality is that it will help your game with women. It's certainly true that women don't place as much importance on physical appearance as men do. Your personality is much more important to a woman than what you look like, and it will outweigh it every time in the game, but why handicap yourself when you don't have to. Everything else being equal, a woman would prefer to spend time with a well-presented guy than someone who looks like they sleep in the gutter, so make the effort.

OK. Let's assume now that you understand the importance of looking as good as you can, what can you do to improve your appearance? Look around you, in magazines, on television, in the movies and at other guys in the street to try to build a picture of what characteristics are

attractive to women. Note that women do this all the time – women's magazines are full of pictures of other women. In the streets, too, you'll notice that women generally look at other women, checking them out just as much as you do. Except that in the case of women, they're not trying to imagine what the other girls look like naked; they're looking at their clothes, hair and shoes and trying to pick up ideas for themselves to improve their own presentation. They're constantly checking out the competition to make sure they stay up to date with the state of the art.

There are a few positive ways in which a simple change in appearance can affect you.

Firstly, you're going to feel different because you are actually making a change. This is important any time you want to make a change in your life, and if you've read this far, I think it's fair to assume that you do want to make a change: in this case that you want to improve your success with women, wherever you might currently be at.

Secondly, if you *know* you look better, you're going to feel better, simple as that. A related simple fact is that if you *feel* better, you're going to *be* better.

Finally, by putting yourself in a position where you clearly care about your appearance, you're going to have to start living up to the reputation that you create yourself. This is the essence of the saying “fake it 'til you make it” - essentially you put yourself out on a limb, “pretending” to be who you want to be, thereby forcing yourself to work to live up to that expectation until it comes naturally. At that point, you're ready to stretch yourself again.

I don't recommend getting obsessive about this, but it's worth putting a little bit of thought into the following areas:

Hair

Getting your hair cut is the cheapest, easiest and also most dramatic way to change your appearance. Get a lot of suggestions from magazines, movies and women in your life (since the goal is, after all, to make a better impression on women).

Digressing quickly: this is something that actually applies in many areas of improving your game: you can ultimately learn from others and retain your own identity by picking up *many* different ideas, and choosing the ones that you personally like.

No doubt some of you are thinking that you're not going to change from an appearance that you like to an appearance that someone else likes, and I'm not suggesting that you do. My suggestion is to get a collection of lots of different ideas and out of them, choose the one that *you* like.

Shoes

Getting a decent pair of shoes is the second important element, along with your haircut, related to improving your appearance. Many people believe that shoes are an important part of who you are, and this becomes a self-fulfilling prophecy – if enough people believe that your shoes telegraph messages about you, and interpret your choice of shoes as being important, then it

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does indeed become important.

But there's another reason for thinking about your shoes, and I would guess that it's the reason for the common advice that your shoes say a lot about you, and that is that your shoes can completely change your mood and change your confidence. Particularly when you're on your feet, but even when you're sitting down, your shoes can make you feel relaxed, uncomfortable, give you a feeling of formality or casualness or increase or decrease your confidence.

Picture a couple of scenarios. Imagine you're going onto a construction site. How are you going to feel wearing steel-capped boots as opposed to open-toed sports sandals? Imagine going to an important business presentation in a hotel in leather-soled shoes that click authoritatively on the marble floor in the foyer as opposed to some brothel-creepers that make you appear to be sneaking around everywhere so no-one will see you. And just think about how much it pisses you off when the sole of one of your shoes is squeaking or falling off.

Your shoes make an enormous difference to your mood almost immediately, and can practically change the person you are. For that reason, splash out a bit more on a decent pair of shoes, and save money elsewhere. It's an investment that will pay off for you. Get one good pair of shoes that will make you feel confident and relaxed wherever you go, rather than two pairs of cheaper shoes which each going to leave you feeling slightly uncomfortable all the time.

Clothes

Look for clothes that are nicely cut, and fit you well. Look for nice fabrics. Get it out of your head that thinking about that stuff is only for fags – women care about the cut and quality of your clothes, and they *will* notice if you make an effort.

Look for clothes that are a little bit different, that make you stand out from the crowd slightly – or even a lot, if that is a natural part of your personality, or if you want to stretch yourself. However, when you're looking for something different, look in the direction of higher quality, rather than something that just stands out because it's gauche. You want to stand out because you're dressed better than everyone else, not because you look like a fucking moron.

Don't misunderstand me here: looking like a fucking moron is a million times better than blending into the crowd, but if you can stand out by being *better* rather than just *different*, then that's even better again.

Women love nice shirts. Your shoes are something that you invest in for your own confidence, but a nice dress-shirt is something that will almost always draw comments from women. So I'd recommend getting yourself a nice shirt with a collar. Perhaps you feel slightly uncomfortable dressing up in that way, but if that's the case, remind yourself that you don't want to be a loser who blends into the crowd and never gets laid. You want to be the guy who stands out a bit and gets attention from women.

You don't have to go crazy and blow a lot of cash. You don't have to go into the biggest brand-name shop on the main street in town. You can probably find yourself a really nice, original

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shirt sitting on a sale rack somewhere. In other words, keep the idea in the back of your mind that you're looking for a great shirt at a bargain price, and you'll be amazed how quickly you'll find something. It's amazing how attuned you become to different things that would normally pass you by as soon as you decide you are looking for them.

If you don't believe that, start looking at how many red cars are on the road next time you're walking down the street. Suddenly, all you will see everywhere you look are red cars, even though you never noticed them before. After that, start looking for black cars. Your perception of the world around you will change completely, simply according to the things you are looking for.

Jewelery

Sure, go for it. As with shoes, a single quality piece of jewelery is going to serve you better than twenty pieces of rubbish. It's not something that you have to change every day, for fear of becoming boring. Either you're going home every night with a different woman, in which case it doesn't matter, or you're going home with the same woman, in which case you're probably going to do better to appear to be a stable guy with lots of style than an insecure cheapskate who can't make a decision and stick with it.

Personally, I like necklaces for a few reasons. They give you a chance to express yourself (because they're a bit bigger than other pieces of jewelery). They're more or less at eye level, so girls see them. They don't raise questions about your sexual orientation like earrings can do, or about your relationship status like rings can do. Rings are often interpreted as coming from a girlfriend.

Note that it's far from being a cardinal sin to make your sexual orientation or relationship status ambiguous. Having girls think you're gay or in a relationship can absolutely, definitely work to your advantage, depending on your style and the preference of the girls you're interested in. My own style is pretty straight down the line, so this is simply a personal preference – you're naturally free to swing it any way you want to.

Cologne

It's a personal choice as to whether or not you want to wear a cologne. Some girls prefer a cologne, others don't.

Ground rule is that you should keep yourself smelling clean and fresh (that is, take a shower, clean your teeth, wash your hair) unless you really know what you're doing and want to add extra artificial challenges to your game. Even then, keep yourself clean – think about the girl, and find some other way to make things more challenging for yourself. Keep yourself smelling clean and fresh.

After that, if you decide to go for a cologne, choose one that works with women, and also bear in mind that different colognes work for different people, depending on your biological makeup.

The best way to choose a cologne is to ask lots of women what their favorite cologne is.

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Women love talking about that kind of stuff and love a guy who appears to care about his presentation, so it's a great way to meet girls and start conversations. It's also the only sure fire way to build up a picture of what are the most popular colognes amongst the kind of girls you're interested in.

As before, get a whole lot of suggestions, and out of those, choose the specific ones that *you* like.

Go into department stores and ask the girls behind the perfume counters for help. That's what they're there for, and as a rule, they're also pretty damn good looking.

Finally, choose something popular. Girls love to be able to recognize a fragrance, and if you have a familiar smell, women are going to be more comfortable with you right from the beginning.

Fitness

Keep yourself fit. As discussed previously, appearance isn't a deal-breaker for guys, but why make things hard for yourself? All else being equal, a girl is going to choose a fit, healthy guy over a fat slob with whom she's embarrassed to be seen in public. Give yourself every advantage you can. A few small differences in a lot of different areas in your life will really add up to a big difference to your success with women, and your increased success will motivate you to keep making improvements in other areas. So start with the small things, and bootstrap from there.

Do a bit of exercise each day – a bit more than what you are doing now, unless you're already an elite athlete, in which case you've probably already skipped this paragraph.

Start eating better. Your diet makes an amazing difference to your health. Eat a proper breakfast when you get up. Don't eat too late at night, just before you go to bed. Eat plenty of fruit and vegetables. It's a pain in the ass when you start doing it, but after a couple of weeks, the improvement to the way you feel will make it worthwhile for you.

If you're fit, you're also going to feel good, and that's going to help you in everything you do. You'll feel physically stronger, more energetic, and the subtle changes in levels of hormones in your blood as you get fitter are going to make you feel good about things in your life. The better you feel, the better things start happening to you, because people are attracted to others who feel comfortable and strong.

Posture

Stand up straight, walk purposefully wherever you're going, look people in the eye. Pull your shoulders back and stick your chest out. Be confident about filling the space that you are in.

Not only does having a good posture send a good message about who you are, it also makes you feel better about yourself. Our moods take cues from our bodies, believe it or not. It's been demonstrated many times that, for example, if you smile, you feel happy. Try it – smile and notice that you can't help but feel happier. Sit up straight, and you can't help but feel more

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confident.

Play games with this stuff until it comes naturally to you. When you're walking somewhere, pretend you've got some important meeting to reach: you're not in a hurry, but you have a purpose, you know where you are going.

Silly as it may sound, I've often pictured a bull-fighter in my mind when I've felt the need to project more confidence. Sometimes the posture of someone who is about to go head to head with a wild animal and not back down is just the thing you need.

Shaving

Your call. Some girls like clean cut guys, some like the rugged look and feel. The only thing is that if you do have a beard, keep it trimmed so that it still looks like you care about your appearance, not just that it's growing there because you're too damn lazy to shave.

Also bear in mind when you get close enough to touch that most women are pretty sensitive to being scratched by your stubble. You probably don't realize how rough it feels on a woman's skin. I don't think you need to experiment too much – not even the kinkiest, most masochistic women I have met have enjoyed being scratched by stubble.

Voice

OK, obviously you can't *see* it, but your voice is an important part of your presentation. Start listening to newsreaders, singers, actors and radio presenters and focusing on what they do with their voices. They're the pros, after all. The guys who do voice-overs for radio ads are great to listen to, because all the things you want to pick up are exaggerated and clear.

Increase the amount of resonance in your voice. Pronounce things clearly. Start to use more of your range (higher and lower) and more dynamics (louder and softer) to become more expressive.

Listen to people speaking Italian, Spanish and French. Put any prejudices you have aside and learn something – try to watch some foreign language TV or radio and just pick up the feel for the sound of the language. Those languages are musical and emotional, and women *love* the sound of that stuff. Don't make yourself sound like a wanker, but incorporating a bit more rhythm into your speaking won't hurt you at all when it comes to women.

Relax. Let your voice flow out of you. Don't force it. If you force it, you sound anal retentive. If you let it flow, you sound relaxed and confident. It's a strange thing, because it's not something that you can hear consciously, but your voice transmits a lot of emotion. When you get a phone call from someone is happy, angry, sad or whatever, you can tell straight away.

Speaking of phones, when you talk on the phone, stand up to talk – even over the phone, people can pick up the increased quality in your voice.

Skills

Your extra-curricular skills play a much more important role in defining who you are in a

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woman's eyes than your job. Furthermore, you probably have a lot more freedom to choose what skills you pick up in this area. At least in the context of the dating game, putting some effort into this area of your life can reap big rewards.

Hobbies – passion!

It really doesn't matter what you do, as long as you have a hobby that you are passionate about. I haven't used capitals for emphasis in much of this book but THIS IS CRITICAL!!! Being passionate about something you do is a massive turn on for women.

Fake it 'til you make it here. If you don't have something that you really care a lot about, start now. Pick something that you do in your life, and start telling yourself “I do this because I love it”. It truly doesn't matter what it is. The chances of meeting a girl who understands and shares your hobby are vanishingly small (unless your hobby is sex), but everyone can see passion straight away.

I believe this is closely related to the alpha male concept – women are programmed to be attracted to men who *care* about things. It's an incredibly strong instinct. A girl will go for a guy who is passionate about collecting butterflies over a guy who is bored to death in his dead end job as a skydiving instructor every time.

Don't confuse passion with obsessiveness, and don't dream of forcing your hobbies on people around you, but definitely get enthusiastically involved in things for your own pleasure.

By the way, while we're on this topic, losing interest in your hobby to spend more time with a girl will kill the chemistry immediately, no matter how much she begged and pleaded with you to give her more attention. DO NOT DO THIS. This is a very common kind of test – she wants to know that you are focused and passionate about what you do, and can't be distracted from the things that are important to you. She will likely throw everything she has got at you to try to get you to cave in on this issue, but as soon as you do, she will decide that you are a pussy for giving in to her, and she will start losing interest in you.

This is not a joke.

If you're casting around for something to get interested in, here are a few suggestions.

Languages

Women respond to language in a way that men don't, and rarely understand. I have met woman on multiple occasions whose hair would stand on end when somebody would whisper in their ear in a foreign language. Even if it's complete nonsense, it doesn't matter. This is something you have to experience to believe, because I know it sounds crazy.

It's partly the sound of the language, partly the mystery due to lack of understanding, and partly simply because of the whispering in the ear, but whatever the cause, the effect is powerful.

Apart from the fact that you can make women weak at the knees with a few foreign-sounding sentences, language classes are generally packed with hot young girls. Look for classes open to the public at a local university or evening college.

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Dancing

As with language, this is something that typically appeals more to women than to men, but that's your goal (to appeal more to women than to men) so get into it! By doing something that's slightly unusual, you stand out from the crowd, which puts you way ahead in terms of the game.

Dancing gives you a great understanding of body language, and a powerful way to communicate without talking. If you take partner dancing classes, it gives you the opportunity for plenty of body contact in a non-threatening way, and this is really important when we come to later parts of the book – you need to be physically comfortable with women.

And again, like with language, dance classes of all kinds are packed with hot, young, fit women. Even if you're still rolling your eyes at the thought of going to dance classes, just stick your head in the door at a class somewhere, and I'm certain that what you see will change your mind straight away.

There are hundreds of classes in every city in everything from breakdance to ballet. Just do a web search for dance schools in your area and go along to a few until you find something that you like.

Culture

Knowing a bit of culture or history is impressive to women and gives you a chance to hold your own in conversation. A few well-learned pieces of history give you some ready-made monologues to pull out whenever you feel the need to move things along. (Note here that uncomfortable silences in a conversation are not something to avoid, though, as we'll discuss later in the book).

Just start off with “Did you know...” and finish your rehearsed piece with a discussion of some historical figure's rampant sex life and a suggestive wink to the girl.

Knowledge of popular culture, current affairs

Again, just keep up to date so that you can at least participate in or follow conversations. Some of it's just fluff, for sure, but you're just greasing the wheels. In this game, it pays to have lots of little pieces of knowledge and skills here and there. You don't have to be a master in all areas, but you need to be able to step off the path at least long enough to direct proceedings back onto ground with which you're more comfortable.

In general, you need to be in control of situations, and if you're faced with something that's completely unfamiliar to you, you are going to lose control. So familiarize yourself in passing with as many different things as you can.

Learning useless facts and figures, jokes and funny stories also falls into this category. They're all useful things to have up your sleeve for cases when you might need them.

Professional skills

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If you work doing something that you really love, don't be afraid to put energy into developing your skills in that area. Being really good at something is very attractive to women; just make sure you're motivated by passion for your chosen field, rather than fear of losing your job. Fear-based decisions about anything are not attractive to women, and not very useful for you either.

Music

Musical skills have an almost magical power over women. I have had several situations where a woman was over at my place, a little bored and decided to leave (sometimes I'm just not in the mood and don't feel like putting a lot of energy into entertaining my guests...) and I have said: "Great, get out of here so I can spend some time with my guitar". (an example of a takeaway, which will be discussed later in the book) Assuming you've done enough work to make the girl feel comfortable up to that point, you will probably have her tearing your clothes off within ten minutes.

Women go crazy over guys who play music, and the best part about it is, it doesn't even matter if you're not very skilled, as long as you appear to be putting your heart and soul into the performance, you're set. It's like a magic spell that puts her on automatic pilot. Her eyes start to glaze over and soon she can't keep her hands off you.

If you have some musical skills, be aware of their power, and don't be shy about using them. If you don't, go down to your nearest music shop and buy the first instrument that catches your interest. Even just having it sitting in the corner, you're going to pick it up occasionally and play, and it's going to generate enough interest with your female visitors such that you'll be motivated to play more. Soon enough, you will be playing and turning women into putty.

Sport

Whatever your taste, playing sport is a great habit to have. It keeps you fit, so you can go all night, and looking good, so you can attract women who can go all night too ;-)

Also, particularly if you play team sports, but actually no matter what you do, you get a ready-made circle of friends, which always includes some women with interests common to yours. It's almost like an online dating service, but oh so much better.

I'm going to assume, though, that the advantages of playing sport are pretty obvious to you, though, and I won't have anything more to say about that.

Women!

Yes, it's a legitimate hobby for you to have! Some guys have trouble admitting to women that they're interested in women, but the reality is that this can be a big turn-on for a girl. It depends of course on your ideas about relationships and the context in which you want to use your seduction skills, but if you're interested in meeting and seducing a lot of women, there's no reason to keep that hidden from any of them.

Firstly, as we'll discuss later in the book, if you are planning to have relationships with multiple women, it's best – no, essential – that you're up-front about it.

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Apart from that, listing women amongst your hobbies will actually be a turn-on for a turn-on for a surprising number of girls. It's an idea that's hard to wrap your head around at first, but here are some of the reasons:

Jealousy – whether she likes it or not, and whether she intends it or not, the average woman is going to feel some degree of jealousy about you seeing other women. As we have discussed previously in the book, this actually turns out to have an aphrodisiac effect in most cases. The first few times I experienced this phenomenon, I was shocked. One day I went home from work during my lunch break to have lunch with a girl I was seeing. Of course, we ended up in bed together, and while we were there, she asked me what plans I had for the coming evening. I truthfully replied that I was going to see another girl. She looked pissed, which didn't surprise me, but I didn't flinch. She asked me if I was going to fuck the other girl, to which I truthfully replied that I couldn't be sure in advance, but I certainly hoped to. Her reaction surprised me – realizing that she had no chance to send me on a guilt trip, she reacted by screwing my brains out in the hope that I would be too exhausted to do anything that evening. It was one of the most intense experiences I've had.

Social proof – knowing that you spend time with other women, and that other women find you attractive, the average girl is going to be more, not less attracted to you. Again, this may be contrary to her best intentions. The mechanism is simple: she sees that many women are interested in you, and correctly surmises that you are a catch worth keeping. Again, ironic, but effective.

Experience – even though most women would rather not share a guy with competitors if they had the choice, most women appreciate the chance to spend time with a man who is experienced and skillful with women.

Ego – knowledge of your relationship situation in this case is flattering to a woman's ego in two ways. Firstly, you mark yourself out as a man who is really interested in women. You're not half-hearted about your sex life, and the fact of being desired by a horny guy is a turn on for most women. Secondly, she understands clearly that you're not afraid to pick and choose your relationships and also that you have many opportunities to spend time with other women. Given this context, the fact that you are choosing to spend time with her of your completely free will is flattering to her.

The book is being distributed as “shareware”. You're free to pass it on to anyone you like, and I'd be very happy if you'd do so. Read it, see if you like it, and if so, I'd appreciate it if you'd do the right thing and buy your copy by sending me the nominal cover price at [PayPal](#). (Click on the link to go to the payment page– you may see a security warning and have to explicitly allow your pdf reader to open the site.)

The price of the book is just that of one or two beers, depending on where you live.

Chapter 5 – Anatomy Of A Seduction

This is probably the section you have been waiting for. How do you actually meet and seduce women?

However, if you've jumped ahead here to get to the good bits, go back and read the rest of the book! This chapter simply provides the assembly instructions for the component parts in the rest of the book. You need to understand how all the pieces work before you can put them together and use them successfully.

The information in this chapter is very technical, and does not contain much information about people, who are the raw material with which we are working. This chapter contains step by step techniques and processes presented in a clinical way. You cannot simply apply these processes without understanding the human context in which you are working. In short, you need to use the information in this book as a whole (equally, knowing a lot about psychology without any understanding of how to apply it will not be much use in a seduction context, and that's why this chapter is here).

This chapter provides a step-by-step guide through the different phases of meeting and seducing a woman. Like with anything you are trying to achieve, it helps to have a clear plan about what's going on. If you're just fumbling around with women, with no idea where you're going, you're going to struggle. You can't just hope that at some stage, by coincidence, the two of you are going to end up in bed together.

You need to know the steps that you need to go through, and how each step leads to the next one, and you need to take the initiative to move through the steps one by one. That way, at every point, you know where you are and where you have to go next, and what you have to do to get there. You also have a much better idea whether things are going well or whether it's probably better to let a particular opportunity go and find another one.

Time

You should have some idea of the time frame within which your seduction should take place. As a rule, the total time of the seduction is about a working day – that is to say, somewhere between eight and twelve hours. There are, of course, exceptions to this rule – some girls will be happy to jump into bed with you from the moment you meet, and others will stretch things out for much, much longer before you even get a bite, but this is a useful rule of thumb. It lets you set and decide the framework within which you will operate.

This time can of course be divided and spread over several days as you choose. It doesn't have to be a single block of eight hours work. You could do two hours one day, three hours another day, and during four hours work on another day, you will complete the seduction. No problem. However, again, you should set yourself a timeframe within which to complete the eight hours. A single week is a good rule of thumb.

What you are doing with setting these parameters is giving yourself a concrete framework, so that you always know where you stand, instead of constantly wondering what is going on and where to go next. It saves you the effort of constantly having to think about whether a given opportunity is worth pursuing. You have some simple rules: eight hours of work over a single week, following the proper steps, which concludes either in a successful seduction or a learning experience.

When you are starting out, I recommend this as a useful time plan: one eight hour seduction per week. As you get more comfortable, you can of course take things in any direction you like. It should be easy for you to find this amount of time each week, and it allows you to complete a good number of seductions over a period of time.

At the very beginning, you are going to have to spend more time doing approaches and getting leads with which to carry out the seduction, but after a short period of time, you will be able to meet women quickly and choose somebody to seduce in a given week.

Remember to remain flexible though, even though you are working to a plan. The plan provides guidelines, not a straight-jacket. It's there to help you, not to trap you.

Locations

You can meet women in all kinds of different places, not just the stereotypical bars and clubs. In fact, you may find it easier to start off in contexts that are not traditionally associated with being places people go to pick up. Without this context, women are likely to be less defensive, and you have the advantage of coming across as being slightly unconventional – in other words, you're making yourself stand out from the crowd by performing your pickups in unconventional locations and in unconventional ways.

Here's a quick rundown on some of the myriad of possible locations for meeting women. Note that in all these cases, it's completely normal to turn up by yourself (although in almost all the cases, it would also be just as natural to turn up with friends). In no particular order:

Library

Great place to meet intelligent women. Always plenty of topics for conversation around. Just go and hang out in a particular section of the library and women who have common interests to you will arrive pre-qualified. Easy openings – can ask for help finding a particular book, or for opinions on a particular book.

All of this of course applies equally to bookshops, and in many bookshops these days you also have the chance to sit down and have a coffee together after your opener.

Gym

Fit girls, no pressure to perform in the sense of pickup – you can just go to workout, and perform pickups as and when you like. This is different to the situation where you're at a venue where the only activity available is pickup, for example at a bar.

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Chance to see regular members on a regular basis, which eases the time pressure which can be associated with pickup in other venues.

Café

Relaxed environment, very little time pressure. This is one of very few venues where you can actually take your time before making an approach. You can see there all day, reading, waiting for an opportunity that takes your fancy. Make small talk with the waitress and build up some social proof while you are there, too.

Her workplace

Depending on where she works, this can be a great one. Many women work in places where they have plenty of free time and would love to have someone to talk to to fill in the time, so drop in and introduce yourself.

I'm talking about women who work in retail, receptionists for businesses, girls at information kiosks and so on. They all have quiet periods of the day, lunch breaks in which to continue after your opening and ready-made openings, provided by the context in which they work.

Bus stop

You can hang around there all day, waiting for a particular bus. A steady stream of women will come past all day long, allowing you to practice the same approach and opening over and over again. Great for trying out new material, because after a few minutes, the girl will be taken away on her bus, and you can debrief and reset for the next attempt.

Cooking class

You can find cooking classes at many evening colleges. This is a foolproof location – the girls will pick you up. You have a context where you are busy, but have plenty of chance for conversation, and the female-male ratio is balanced ridiculously in your favor. Great place to start out and build up your confidence.

Dance class

Dance schools and evening some evening colleges offering dance classes can be found all over the place. Lots of fit, young girls and a ridiculous female-male ratio in your favor. You get plenty of points with the women just for turning up, and they will be trying to pick you up and take you out dancing.

Learn some useful skills for the rest of your game in the process.

Street pickup

Street pickup is regarded by many as the most advanced style, due to the very cold approaches (that is to say, you have to approach within a few seconds without any context). There are several advantages to working on the street, though:

There is a plentiful supply of women, and little risk – a pickup which didn't result in a close doesn't hang around putting you under additional pressure (in a bar, all the pickups which you

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didn't close are still hanging around in the bar, and this can cause you to feel pressured).

You also have the element of surprise on your side: street pickup is unusual, so you stand out from the crowd. Great place to practice and get comfortable with fast approaches.

Hotel foyer

Women you can meet in hotels are generally in a foreign city and would love somebody to show them around. They likely have a lot of spare time in the evenings, and are free from the social pressures they feel in their home town.

Easy approach – if you see someone waiting, just ask if she'd like to have a coffee with you in the hotel while she waits. If not, maybe later. If she really is waiting for someone else, nothing is lost.

She's also got a room to take you back to after a successful seduction, and a compressed time frame, which means she is less likely to stretch out her defensive behavior.

Tourist traps

Again, any area where there are tourists, you are going to find people outside their normal social context, without friends or things to do, and searching for entertainment.

Bus stations, train stations, tourist landmarks, hotels and hostels. All are great venues to look for interesting people to meet.

Ready made openers asking where they're from, what parts of your city they have already seen and so on and take it from there.

You can repeatedly visit the same venues with different tourists – you don't have to constantly be searching for new and interesting venues. Everything is interesting to someone who is new to your town.

Art gallery

Many interesting and open minded girls. Great for solo work, and many girls there will also be solo. Ready made openers – you can simply ask for opinions on particular pieces of work, and many girls will be more than happy to share their knowledge, essentially taking over much of the effort of leading the conversation.

There will almost always be a coffee shop either there or nearby where you can go to continue the seduction. Highly recommended.

Shared accommodation search

Using this method requires a greater investment of time, but has many advantages.

Essentially, you are looking for classified advertisements (probably online) for people who are looking to share accommodation. The advertisement will describe the person, the accommodation and the type of person they are looking for, so there's plenty of pre-qualification. It's almost like an online dating service, but it's better, because there's a built-in

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meeting which you can set up straight away – to see the place.

You can go and check out the place and then either pursue the seduction or simply let them know that you're not interested in the place and will keep looking.

You can do exactly the same thing in reverse by advertising your own place and putting up a description of the person you are searching for. That way, you'll get pre-qualified girls home delivered!

Book launch

Similar to the standard library or bookshop pickup, but there will be a bigger crowd in a more social context, and greater qualification – the women who are there will be interested in the book being launched.

It is a given that people socialize during such an event, so you are pretty much guaranteed several successful openings.

Live music venue

Great venue to meet pre-qualified women with similar tastes to your own. Social atmosphere involving alcohol which gets people relaxed, but with a focal point on the music, so there is not a constant pressure to be performing pickup.

Great place to go alone, because when you need to recharge, you can simply kick back and enjoy the music. Many other night-time venues are not suited to solo work, because of the lack of opportunities to recharge, and a lack of a premise for going out alone.

Ready-made openers involving discussing the performance of the band.

Online

I have thrown this one in here because it is a venue that I don't recommend. Ultimately, you have to meet and work with people in person, so practicing your pickup online is actually going to result in development of bad habits and can ultimately result in an excuse to get out and practice proper pickups.

You can come back and add online pickups to your game once you have the basics down first. I regard online pickup as an advanced skill, not because the venue is a difficult one, but because you need to have the rest of your game down before you can follow an online seduction to its conclusion, and therefore it should be the *last* piece of the puzzle you learn, not the first.

Dating events

Organized events specifically for meeting people. These are different to the online situation, because you are actually meeting people face to face and practicing real life skills

Good option because the context is completely set up and people are completely qualified, as far as their interest in pursuing relationships is concerned.

Leave any prejudices you have behind and try it out as a learning experience.

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Private party

Go to every private party you are invited to. Great practice socializing, ready-made openers (the host will introduce you to people), ready-made social proof, and a great way to build up your social circle.

There's seventeen great suggestions to get you thinking, and we haven't even gone near bars, clubs or dance parties. I'm pretty sure that you can come up with another twenty of your own.

Pickup Lines

As with online pickups, I mention pickup lines in order to recommend that you forget about using them. Many people get hung up on finding a magic bullet or magic formula in the form of the perfect pickup line that will make women fall into their arms. Stop and think about it though: after that one line, you still have a whole seduction to perform, and regardless of the greatness of that line, your success is going to hinge on the rest of your game, not just the opening.

You don't need a clever opening – you need to work on the rest of your game.

Pickup lines can only work if they flow naturally, and in this case, they are created as a by-product of a tight game and not as a special technique that has been practiced for its own sake.

Using cheesy pickup lines only mark you out as a complete amateur. Don't use them.

Choose Your Target

The most important part of the seduction is performed before you even begin your approach, and that is the choice of target. Many people who appear to be highly skilled at seduction are in fact mainly highly skilled in choosing a target.

If you choose to approach a target who is strongly opposed to meeting anybody and being seduced, for whatever reason, you are going to be fighting uphill the whole way. (Later, you can do this to add challenge to your game, but as with anything, you need to do it consciously.) However, if you approach somebody who is actively seeking to be approached, and who wants to be seduced, your seduction is going to flow more smoothly and you are going to face much less resistance.

There will always be some resistance, as this is a natural part of the seduction process, but it will be less earnest in the case of an approach to somebody with the same goals as yours.

Furthermore, if you can learn to recognize your “type” - that is the kind of girl who clicks with you and who responds to your style, you are going to give yourself a further massive advantage. This is going to be a girl who has common interests, a similar sense of humor, similar ideas and in general with whom you already have some built-in rapport.

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After you learn to recognize your type, you can approach anywhere regardless of venue or context, and can be reasonably confident of getting a positive response.

There are two steps to becoming proficient at selecting targets. First, you need to know what you are looking for, and second, you need to be able to recognize it instantly.

In general, you are looking for a girl who is available and open to being seduced, according to her situation regarding relationships, time of the month, level of stress related to work, social situation with regard to friends and so on. There are many, many factors which can affect a girl's readiness to be seduced – not all girls are the same, and girls don't remain in the same mindset all the time. In short, there is a time and a place at which any particular girl is open to being approached, and you need to identify that in general.

After that, you need to spend some time about what it is specifically that you want, and to build a very clear and concrete picture so that you can recognize it instantly. As we will see, you want to recognize opportunities quickly and make approaches quickly, so go prepared.

How old is the type of girl you are looking for? Tall or short? Slim or a bit heavier? What kind of ethnic background does she have? Is she a sharp dresser or casual? Does she look friendly or is she “un-approachable”? Is she with a group of friends or alone? Male friends or female friends? (Note that you are trying to recognize situations in which you can succeed, not just particular girls who will respond to your style.) Smoker or not? Drinker or not? Shy or outgoing? These are all fixed characteristics of a person which make up the “signature” of the type you are going to approach.

Yes, you should be a concrete picture in that much detail, for two reasons: firstly, as I say, you need to be able to recognize your opportunities immediately and without conscious thought. Secondly, you are going to tailor your game to be successful with a particular type, so that you can be confident that your approach is going to be reasonably successful having pre-qualified. Later, of course, you can add to your repertoire of types of girls that you can approach, but every type needs a carefully tailored style, and you need to build it up a step at a time.

Once you have your type identified, you need to learn to recognize her specific signals of availability. These are variable characteristics which modify a given type of person. These are characteristics additional to the basic signature, which vary over time. Having identified a particular type, you also need to be able to identify the specific times at which that type is approachable.

Learn to look for the following signs, and learn which ones indicate that she is approachable. Does she look energetic or tired? Is she happy or sad? Is her body language open or defensive? Is she searching around the room trying to make eye contact with people, or is she keeping to herself? Is she dressed suggestively or conservatively?

Note that many of these indicators can work either way, and you need to work them into your particular “style”. For example, for one person, “happiness” might be a positive indicator to them, because their style is based on approaching and working off that energy. To another,

“sadness” might be a positive indicator, because they have a style that is based on approaching and offering consolation. One person might approach people who are very social, whereas another might have a style that is based on breaking down defensiveness – without the defensiveness, this particular style could not be applied.

Of course, the skillful seducer is one who has a whole set of styles available, and simply recognizes which one to apply in which situation, but you need to build up your repertoire gradually. Build up a single style initially, and learn which situations you can use that style in.

Then, when you are out in the field, you can recognize your type and signals of availability immediately, and can make approaches which are highly likely to succeed, without much conscious thought. Can you see the advantages of this preparatory work?

Approach

Even though we hear a lot about equality between the sexes, you still have to make the approach. No matter what a woman might believe politically, it's still a compliment for her when a guy approaches her, and it's a massive blow for her ego if she's forced to approach a guy for some reason. In most cases, this is an internal issue for the woman – she might not care at all what other people think, but the difference between you approaching her and her approaching you sends her a powerful message.

It's simply a form of flattery, a compliment, a small gift when the man approaches the woman. It's the natural order of things – accept it and go with it. As discussed, we're developing a pattern of behavior which your seductions will follow. You can slowly polish the component parts, and later experiment with them a bit more once the basics are down, but in the beginning *you* make the approaches.

That is to say, your seductions will be more successful if you make the approaches because you put yourself in control from the beginning, you are leading, and because you are starting from the positive position in which you have offered a subconscious gift to the woman. This gift-giving is a typical sales technique, which obliges the recipient to feel in your debt. It occurs whenever somebody offers a free gift that leaves you feeling that you are in their debt. So the fact of you making the approach starts off the seduction on the right foot with this free gift.

Second rule of approaches is to do them quickly. Don't stop and think and start psyching yourself out. Don't give the girl a chance to observe you as an indecisive coward. Don't set the tone for the whole seduction as being a process of second thoughts and hesitations.

When you recognize an opportunity and get the impulse for an approach, make it straight away. Ride the wave of energy, and keep riding it right the way through to the end of the seduction.

If you miss the wave, don't sit around trying to think about how to catch up with it and re-start your approach. Let it go and wait for the next wave, the next opportunity, and then capitalize on that opportunity with commitment.

Opening

The opening is very simple and mechanical. It is the first point of contact, and the starting point of the seduction from the woman's perspective. (You obviously had a short prelude prior to this point).

Use the tried and tested opening “Hi”.

I recommend this, because it's simple, it works, and you don't have to think about it. At this point, you have caught the wave and are trying to stay on. You don't want to do any fancy thinking which is going to disturb your momentum.

Also, you don't want to start pushing the process in any particular direction until you have a chance to see her reaction. Generally speaking, you can't predict exactly what that's going to be, and if you make any assumptions about the future, you're going to get yourself into trouble.

From this point on, the seduction is a process of action and reaction. You have taken the first action, and now you need to wait for the reaction so that you can build the next steps appropriately.

It could be that she doesn't speak English. It could be that she tells you to fuck off. She might ignore you completely. She might react very warmly. She might completely take over from that point and let you just sit back and enjoy the ride. Whatever happens, it's OK and you can deal with it by being reactive, but if you approach and deliver five minutes of canned material which then turns out to be completely off the mark, you're screwed.

Note that it's *extremely* rare for your approach to be rejected out of hand if you approach with a simple “Hi”. Overly complex and inappropriate approaches can be rejected out of hand, because of the fact that they were not calibrated properly, but there is almost no risk whatsoever at approaching with a “hi”. Even if it turns out that there's no chance to progress further, very little was lost.

So, once again, use the tried and tested opening “Hi”.

Researching Her

The next phase is that you want to find out something about her, so that you can direct the rest of the seduction appropriately. You can't just blast through a wad of prepared material. You need to react and adapt to the situation at hand, and you can only do that if you find out what the situation is.

So progress straight into the research phase, by asking her a question. It could be a general question about her, you could ask her for an opinion on something, you could make a statement and ask for a reaction. It doesn't matter so much. The point is that you provide a seed from which the conversation can grow, a grain of sand around which a pearl can come to life.

You're at ground zero, so you're completely free to go in any direction. Some suggestions for providing conversation seeds include: pick a piece of her clothing and ask her where she got it,

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ask if her hair color is real, tell her you don't care what she does and ask what she would *like* to be doing for a living, ask her what the most exciting date she's been on this year was. Look for strange angles and questions that she wouldn't typically get asked. Make her think and make yourself stand out from the crowd.

Then sit back and *listen* as things develop. Most people are happy to talk about themselves and are flattered that you have asked. You've taken the first action, now sit back for a moment and listen to what she says.

You need to listen, because the rest of the seduction will then move in the direction that she is giving. That is to say, you're not leading in a pre-defined direction. After her initial reaction, you are picking up her energy and running with it. It's the difference between the two of you battling to take the conversation in a particular direction or both working together and bouncing off each other's energy. Women will pick up on this at a subconscious level and start saying things to you like "Oh, I feel like we really understand each other". That's good news.

When she is talked out (which could take 30 seconds or 30 minutes...), give your own reaction to what she has said, and then throw in another probing question. It's important that you give your own reaction, and try to match the amount of material that you provide to the amount that she provided. If you don't do this, she will start to feel like she is being interrogated and will start to close down. That could spell the end of your seduction.

So calibrate to her. Let her give the pace, the level of detail, the direction, and go along with that. Your one goal is to complete the seduction. You're not particularly interested in which path the conversation takes to its conclusion – you only care that it eventually curves around to the right place. So let her have the freedom to choose the particular path that you're going to travel at this stage. Remember, all roads lead to Rome!

Rinse and repeat this process of research and calibration a couple of times before you move onto the next phase.

Demonstration of Value

The next phase, which is in fact intertwined with the previous one, is for you to start demonstrating your value to her, relative to the picture she is painting of herself. As you start to ask more questions, you are always replying with your own take on the issue, so that she doesn't get the feeling that she's being interrogated, remember? Gradually, as you begin to learn more about her, start to tailor your responses to her character. I'm not suggesting that you should lie to her: what I'm suggesting is that you choose, out of the set of all possible true responses, the ones that you know will appeal to her, click with her.

Escalating

During the seduction, the level of sexual tension obviously needs to escalate from a baseline level at the beginning, to quite a high level at the end. The surprising news is that this

escalation is not something that you have to cause to happen in an active way.

All you need to do is to provide some stimulus for the process, and step back and permit it to happen. You are leading not by pushing, but by pulling. That is, you are not standing behind the woman and pushing her, trying to force her to escalate the level of sexual tension she is feeling throughout the seduction. You are stepping back, creating a space in which she feels free to become more highly aroused, and letting her naturally fill that space.

In other words, you are simply giving her permission to become increasingly aroused, and are creating a safe, comfortable space in which she can do that.

This probably doesn't make a lot of sense to you until you realize sexual arousal is a natural state, and that in fact we are under continual pressure to keep it under control. Therefore, when these controls are removed, arousal takes place naturally.

Isolation

The final, critical piece of this puzzle is that you have to isolate the woman from the social situation which is putting pressure on her to control her arousal.

Moving On

Once you have ridden the wave of the seduction to its natural conclusion, you need to be able to let it go and start looking for the next one. Note that a seduction may continue over several years (as we will discuss at the end of the book), or it might pass in a single day or a few hours. You might ride that wave to a successful conclusion, or you might fall off halfway through. It's all part of the learning process.

The important thing is to recognize when the wave has passed, and to move on. There's no point staring into the distance, wishing you could catch up with the wave and ride it again. That attitude is simply self-destructive. Once the wave is gone, it's gone, and you need to start looking for the next wave. This is simply a mindset, and you need to get yourself into that mindset – become comfortable with letting the past go and moving onto the next exciting opportunities.

By all means, give yourself time to recover and re-energize to catch the next wave, but make sure that your eyes are always pointed in the right direction. Your opportunities come from in front, not from behind.

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like, and I'd be very happy if you'd do so. Read it, see if you like it, and if so, I'd appreciate it if you'd do the right thing and buy your copy by sending me the nominal cover price at [PayPal](#). (Click on the link to go to the payment page– you may see a security warning and have to explicitly allow your pdf reader to open the site.)

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Chapter 6 – Language

Your choice of words and the way you choose to use them sends a message to your audience (in our case, the girl you are trying to seduce). Think about the material in this chapter carefully, and practice it regularly so that you get into the habit of using language in a way that increases your success with women.

As with many other processes described in this book, skillful use of language is typically something that women are better than at men. Women tend to talk more, read more, listen more and delve much deeper into the content of language than do men. This is, however, good news for you, because if you become a skillful and sensitive user of language, you make yourself stand out from the crowd, and women will start to get a strange feeling that you really understand them, and that you have a close bond.

Finally, the way you use language is important because it affects the way you think, therefore the way you feel, therefore the way you *are*. By changing the way you use language, you are able to change your very nature.

Speaking Positively

Remove negative turns of phrase from your speech and thought. This covers several habits of speech.

Always formulate your desires in a positive way. For example, if the girl wants to go to see a movie and you want to go to a bar, say “I want to go to bar”, don't just say “I don't want to go to a movie”. In the second case, it just sounds like you're complaining and trying to destroy her idea. In the first case, you're making a positive suggestion of your own, and not passing any judgment on her idea. It's clean, it's clear, it's simple. All the cards are on the table and you come across as someone who knows what he wants. You sound positive and convincing even when you disagree.

Secondly, speak simply and confidently. Don't cloud the content of what you are trying to say in lots of fluff: “Maybe I'd like to go out to a bar, unless you can think of something much better”. No. Simply say: “Let's go out to a bar. It will be fun”. You're taking charge and relieving her of the stress of making a decision, and once again, you sound like somebody who knows what he wants and can be counted on to remain stable.

Speaking Suggestively

Further to being positive, you need to be specific, as we have hinted already. If you have a desire to do something, make it easy for the girl to accept your suggestion with a simple: “Sure, why not?” Don't bombard her with alternatives, or qualifications that reduce her confidence in your idea (for example: “I'd like to go to a bar, but maybe the traffic is going to be bad and it will spoil our evening. Maybe we could go to see a movie instead”).

State a single option with a recommendation: “Let's go to the bar, there's going to be great music there, and I'm sure we'll have a good time”.

You can practice both of these things on a daily basis with everyone you speak to. They will serve you well in every context, not just in the dating game.

Speaking Emotionally

Men have a tendency to speak in a dry, rational way. Women have a tendency to like to hear language with a lot more color in it.

Start to spice up your language with words that add colors and flavors to what you are saying, rather than just describing everything in concrete, practical terms. By using words that describe emotions, you will actually create those emotions in your listener, and women love to be taken on a rollercoaster ride of emotions.

Try to incorporate more words describing emotion into your everyday speech (when you're talking to women, at least – your male friends might start to think you are playing for the other team if you use overly colorful language with them). Remember that it doesn't so much matter which emotions you invoke – what's more important is that the emotions are powerful.

Scan the following list of suggestions for some ideas:

Fear

Anger

Jealousy

Love

Excitement

Depression

Speaking Sensually

Likewise, add words to your vocabulary that appeal to the senses. Women love this kind of stuff, and love to feel the reactions that are produced in their bodies by such language. You can invoke a surprising range of physical sensations in your listener by loading your language with words that appeal to the senses.

Sight

Colors – red, green, blue etc. and all those weird sounding shades that make you sound gay...

Shapes

Spatial relationships

Sound

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Dynamics (soft or loud), range (high or low), quality (rough or gentle sounds), rhythm and tempo (fast or slow)

Touch

Smooth, rough, hot, cold, wet, dry, comfortable, painful

Smell and Taste

Use words which draw comparisons to different kinds of food. Use plenty of analogies here.

Using Appropriate Language

You need to use language that is appropriate to the situation you are in. You can say different things when you're in bed with someone than when you're having dinner with a group of people. Likewise, you can say things at the dinner table which would simply be boring and a turn-off in bed.

Depending on how well you know someone, saying the same things could provoke different reactions. Saying something highly sexually suggestive immediately upon meeting someone is likely to provoke a defensive reaction and get you shut down straight away, whereas the same thing used a bit further into the seduction could be a big turn on and provoke a highly sexual reaction.

Try hard to calibrate your use of language to the context you are in. Don't use provocative language at times when the relationship with someone is tenuous (for example, as soon as you have introduced yourself). When there is a stronger bond (perhaps as soon as you have developed a small amount of rapport), you can start using provocative language to provoke reactions. But don't overdo it – save the stronger material for times when you have developed stronger rapport. Keep escalating your use of language and your rapport in synch.

Note that using “inappropriate” language can often be effective, but you need to do it in a controlled way. Whispering something in someone's ear can provoke a positive reaction whereas the same thing said out loud would have forced the person to reject your statement (for example for fear of judgment by their peers).

Storytelling

The art of telling a good story is invoking curiosity. Don't forget either that your story needs to have some point to it, otherwise it will seem like you are just rambling.

To create curiosity, you simply have to refer to something which is going to happen later in your story, without revealing explicitly what it is. If you can give your listener the expectation that something interesting is going to happen, they will want to listen to the rest of your story in order to satisfy their curiosity.

Playing The Game

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Chapter 7 – Body Language

Learning to “read” and “speak” body language is critically important if you want to become good at seducing women. Typically, women are much more fluent than men in this area.

Communication in a conversation takes place on two levels: the verbal communication, and a completely separate layer of communication using body language. The body language may either reinforce, contradict or modify the content of the verbal conversation, but while people can say things which they don't believe, body language almost always delivers an honest message.

Mastering the process of communicating using body language gives you an almost telepathic power. Once you become good at this, you're going to hear a big increase in the number of times women say things to you like: “I really feel comfortable with you. It feels like you really understand me.” That's a good thing.

You're also able to play subtle games, like saying one thing and meaning another (communicated using your body language). Women *love* that kind of stuff. For example, you could suggest to her that you're not attracted to her at all, while running a hand up the inside of her thigh to send completely the opposite message. These kind of mixed messages are dynamite, like a well-made cocktail.

Watch a lot of movies and music videos to start to form pictures about what kind of body language you should be giving out. At a high level, your body language is going to reflect your attitude, so that if you are confident, your body language will automatically telegraph that. The process also works in reverse though, so that if you habitually use confident body language, you will indeed start to feel more confident to.

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Chapter 8 – In Practice

Overcoming Fear, Dealing With Rejection

You're going to face rejection. No matter how good you get at playing the game you are going to get rejected from time to time, so you need to learn how to deal with this, and make sure it can't stop you dead in your tracks.

The most important thing to keep in mind in the “plentiful mindset” that we discussed earlier in the book. Being rejected by a single girl is not going to hurt you if you realize that there are plenty more. One rejection is a drop in the sea. It's par for the course, and just means that it's time to move on straight away to the next attempt.

So firstly, spend a lot of time on a continuing basis convincing yourself that there are plenty of girls out there, many more than you could possibly ever even approach. This is an important understanding for you to have in order to keep the problem in perspective. Just spend a day or two walking around your town and city and observing just how many women are around who you could possibly approach. Don't make any judgments or excuses as to why you may or may not be able to hook up with particular girls. Just observe how many attractive women are around and put your mind at ease.

Secondly, get your head around the reasons that women reject approaches from men and realize that it is almost never a personal judgment. Women get approached by men absolutely all the time and can't afford to respond to every single approach, or they would simply be snowed under. Their strategy is simply to palm off pretty much every approach that is made – only the guys with extra skills to stand out from the crowd can even make it through the first round. That is, the initial rejection is simply a reflex reaction and defense mechanism. It's not a rejection of you personally, because by that stage the girl hasn't even stopped to consider you at a personal level at all – you're just another approach that she has to filter.

Many women also have excellent reasons for rejecting all approaches out of hand that have nothing to do with you personally. She might be married, in a serious relationship, afraid of men – whatever it might be. Again, her reflex is simply to reject every approach – it's nothing particular about you. It's your job to cut through the initial barrier, realizing that it's not *you* who is being rejected, but any approaches in general.

Getting Into The Groove And Staying There

Pickup and seduction are arts that you have to practice. Just like playing sport, when you're playing all the time, you get into the groove, but you have to keep playing to stay there.

In the beginning, or if you come back to it after a long break, your seductions are going to feel awkward. After a while, though, you start to roll with the punches, become more flexible, be able to predict what is coming up. You'll be able to spot opportunities more readily and will be

able to handle a wider variety of situations reflexively.

Try to keep practicing your skills as regularly as you can, to help you get into the groove and stay there. And stick it out until you get there – don't just give up because things feel awkward in the beginning. Be aware that everyone goes through that phase – it's completely normal.

Keep practicing your skills outside the seduction context. For example, practice making conversation with girls who you have no intention of seducing. These are great situations for polishing your skills and trying new things out, because there is absolutely no pressure. Try some short exercises on each aspect of your game, each of which doesn't take much of your time. For example, go out and do sets of approaches, with the goal only being to do the approach and leave it at that. You'll polish your approaches without any pressure, and without having to go through a complete seduction simply in order to refine your approach. Likewise, practice a few escalations with some girls that you already know.

You could practice the same escalations on a single girl several times, moving forward through the seduction and then leaving it at a certain point and letting the situation reset. This is a good exercise for getting comfortable with picking things up at any point, and also becoming relaxed about the fact that sometime things move forwards and sometimes backwards, and it's no big deal.

Alone Or With The Team

It's completely your choice as to whether you go out alone or with a group of buddies. Each approach has its advantages and disadvantages, which I'll touch on here, and ideally you would practice both styles on a regular basis. It can also happen that you go out alone and hook up with some other people during the course of an evening, or that you go out with friends and for some reason you split up and you end up working solo. It's best to be prepared for all eventualities.

In the beginning, it is probably easier to go out sarging with a group of like-minded friends.

Advantages of working in a group are: You have a lot of support, and can motivate each other. Sometimes things don't work out the way you had planned and it's good to have a group of friends with whom you can regroup and relax. It's also a powerful psychological booster to be part of the group, which is related to the concept of social proof. You can analyze each other's game and make useful suggestions when you are working together. You also have a neutral zone where you can recharge. Sitting around doing nothing with a group of friends is completely acceptable and won't drain your energy, but sitting alone in a bar can be stressful, and you will feel a more constant pressure to be performing without breaks. You can also run duets, where one member of the group makes an opening and somebody else comes and escalates, or you can bail people out of situations in which they get in above their heads. Alternatively, one person can simply offer supporting material for another's seduction.

Disadvantages of working in a group are: You may feel pressure to remain with the group – you might not feel free to break off and pursue a successful seduction alone. This may not just

be because your buddies are pressuring you, but because you don't want to break off and leave the other guys without support – this is particularly an issue if you are working as a duo. You might also face sabotage from your friends if they become jealous of your success – obviously in this case, you need to choose other people to cruise with, but it's a factor that you need to be aware of. Also, you're compelled to go where the group goes and to make approaches in accordance with the group's dynamic and style. In some instances, you may find this quite restrictive.

Advantages of working alone are: You are completely free to pick your own locations and own pickup style. You can come and go as you please and you don't have to interrupt anything for the sake of the group, or worry about sabotage from members of the group who start to become competitive.

Disadvantages of working alone are: It can become very draining. You need to manage your own energy for the whole evening. Whereas in a group, you always have a chance to recharge, a few bad performances in a row can leave you exhausted when you are by yourself. Also, without anyone to debrief and review with, you may repeat the same mistakes over and over and get stuck in the same places without having someone who can break you out of a mental block.

The ideal situation, at least until you find a style that suits you very well, is to go out alone, work for an hour or so by yourself, then meet with the group and work together for a few hours, and then finish the night off again alone. This gives everyone a chance to warm up and try out a bit of solo material, then get together and re-motivate. You can debrief and then try out some group material. During this period, the group would remain as a group. Later on, after the group material is done, you can split off and retain your individual freedom, perhaps trying out a few riskier experiments, since you have already had a successful evening by that stage.

Spend Time With Attractive Women

Spending time with attractive women who you have no intention of seducing is one *the* very best things you can do in terms of improving your game. Let me briefly outline why this is so, and then I'll make some suggestions as to where you can find attractive women for this purpose (after all, using attractive women to learn about meeting attractive women is a kind of chicken and egg problem right? Well, not exactly, as I'll explain).

Hanging out with an attractive woman as a friend for any period of time is going to give you a huge amount of insight into the dynamics of the game. The first time you go out to a café with a supermodel, you will be *amazed* at how many guys approach her, and probably dumbfounded at the stupidity of many approaches. At the same time, this gives you insight into the point of view of an attractive woman (that is, you'll see first hand that she is *never* short of attention) and also gives you the equivalent of a live training DVD about the game. You'll get to see what to do and what not to do, seeing immediately what works and what doesn't, all played out by the guys that approach her. You'll also get to see *her* game in action – how she decides which

guys she's going to respond to, and which to shut down. You'll also see how she signals that she's interested, and how she skillfully shuts down the guys who don't interest her. You can bet your bottom dollar that she's good at shutting guys down – as an attractive woman, who is approached constantly by guys, she has to be.

You also have the opportunity to get advice from her, and put questions to her directly about the game. As long as you have a comfortable relationship, and she doesn't feel like she has to play with you because you're trying to get her into bed, she'll be surprisingly open and helpful. Everybody loves to share their ideas and she will be no different. She is probably the best dating coach you're going to find.

Being seen with an attractive woman also provides you with a powerful form of social proof. The more time you spend with attractive women, the better, as you'll build a reputation for being a guy who is attractive to women. These kind of things build on themselves. Out of curiosity alone, women will start to be interested in finding out what it is that you have that all the other girls want. So start with one girl, and bootstrap it from there.

Similar types of people tend to spend time together. What this means is that attractive women tend also to have attractive friends. Build a good platonic friendship with one attractive woman and sooner or later you're going to find her hooking you up with others. This is not a bad situation in which to find yourself.

Finally, the more time you spend with attractive women, for whatever reason, the more accustomed you become to that situation. In the beginning, it's likely you'll feel somewhat intimidated by very attractive women, but over time you will get used to their company, and at this point your fear of approaching will start to dissolve.

When you first move to a new neighborhood, new job, new sports team or whatever, you naturally feel uncomfortable as an outsider. As time goes on, you start to become comfortable with your environment and feel like you're back in control of all the situations you find yourself in. The same process of familiarization applies with attractive women.

So, where to find attractive women?

If you could easily meet attractive women, you would just go out and do so, right? So how can you bootstrap this process? Well, the key to this problem is to understand how much of a difference it makes if you are only seeking to spend time with someone, and not get her into bed. Once you take the pressure off yourself to try to entertain and seduce a woman, she becomes as approachable as a male friend. The dynamics of the game change completely.

This is an “inner game” issue. Your attitude to the situation completely changes the framework within which you are working. Now I hear you asking why you can't just approach women in this way and later sleep with them once you have built some rapport. Well, it doesn't work that way, which is why we're able to make this tradeoff in the first place. Once you set the “lets just be friends” framework up, you can't break out of it, as I'm sure you know from experience. Both of you will adopt a platonic mindset towards the relationship, and it's impossible to create

sexual tension within that framework.

In essence, you have to decide whether you want to approach a woman as a potential lover or as a potential friend, and your management of the whole process is completely different. Building friendships with women is generally easier, but you won't get laid. That's the tradeoff.

So the point is that you do have the power to approach and spend time with attractive women right from the beginning. With this in mind, you can approach your female friends, coworkers or even women on the street with non-threatening proposals – that is, those which definitely will not get you laid, but by the same token will not provoke defensiveness in people.

Carrying Props

Props are objects which give you something to talk about. The best props are the ones that give women a reason to approach you and begin a conversation, either from curiosity, or just by providing an excuse for you to be approached. Generally, women can't approach men – even though society talks a lot about equality between the sexes, women still prefer to be approached. A prop may give a woman the ability to approach a guy with her ego in tact.

Props could be anything from a bizarre style of shaving that you have and that she can comment on to a book tucked under your arm.

Note that different props are going to provoke different reactions in people, and you should choose props which will provoke reactions with which you are comfortable and which you can handle.

For example, if you're very confident and clever in dealing with people, maybe you could dress up as a clown, provoking people to make jokes about you, which you can then turn around and do something clever with. If witty repartee is not your strong suit, this might not be the best approach.

If you're very well read, and have lots of interesting philosophical ideas, having a classic novel on hand might provoke conversation with women to whom you can relate well. If all you read are the comics in the Sunday papers, you might be barking up the wrong tree with this tactic.

Instruments

Women love musicians. Carrying your instrument around gives you a great chance to start conversations. If you're not in the habit of appearing with your case in public, you'll be surprised at how much more often you will be approached by women in this case. It also gives you a topic that you can discuss at length, and even suggests a location for a date if you decide to escalate to that. Going together to see some music when you have both established that you like music reduces the commitment the girl has to make to you (she can tell herself she is just going to see the music) and therefore reduces the chance of her making it difficult for you to set up another meeting.

Instrument case with a “gun”

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So what do you do if you don't play an instrument? By an empty case anyway and carry that around with you. Put something strange inside and when somebody asks you what instrument it is, you can tell them there's a gun inside, or whatever it might be. Of course, people will think you're joking, and you can either leave it at that, or open up the case and show them.

Build up a story around your prop and it will give you a chance to show off your creativity even more so than if you simply had an instrument inside. Once again, anything that you do that makes you stand out from the crowd and remain memorable is a step in the right direction. If it's clever and entertaining, even better again.

Dogs

Dogs are great props. If you don't have one, borrow one from time to time. The owners will probably be quite happy to have a babysitter for a day from time to time, so everyone ends up winning.

Everyone loves dogs, so they are great openers. Also, realize that a girl patting your dog is a step closer to physical contact with you. The dog acts as a kind of surrogate – a proxy for physical intimacy between you and the girl.

Walk around with a good-looking dog and girls are going to start picking you up. You can just relax and enjoy the process.

T-shirts from bands, sports teams, different countries

Any t-shirt which says something on it, or which relates to some organization, can provoke a reaction. Your shirt should take a stand, so that for example, people can approach and say they either love your team or hate your team. From then on, it's up to you to make use of the opener. It simply saves you the effort of having to make approaches yourself.

Best is if your shirt has a message that is polarizing so that people will either strongly agree (in which case you've already pre-qualified that person as being worth investing time in) or strongly disagree (in which case you're forewarned that an investment of time in that person is probably not going to pay off for you).

Books

Books are a bit like t-shirts but more subtle. Again, they make a statement about who you are and what you believe it, and give people an opportunity to react to that statement. In essence, the prop has already made your approach for you, so you can jump straight into the second phase of the seduction.

Note that because books have a somewhat intellectual connotation, you're already pre-qualifying people in a certain way before they even find out what your book is about, so by the time you get a reaction from someone who is interested in your book, they have already been pre-qualified at two levels. Of course, the number of openings you get will be much lower, because this prop is so much more selective, but in the cases where you do get a bite, you're starting your seduction several steps into the process.

Playing The Game

This is just the tip of the iceberg, and a couple of suggestions to get you thinking along the right lines. Basically anything that provides an opener and a topic for conversation is useful as a prop, and it could range from anything from a strange haircut to an unusual car.

Natural Game

Finally, remember that your goal is to achieve a natural game. All the material in this book is presented in an analytical fashion, but you need to practice it until it is intuitive and obvious. Your game is not going to start really clicking until you can perform well in the vast majority of situations without conscious thought.

The book is being distributed as “shareware”. You're free to pass it on to anyone you like, and I'd be very happy if you'd do so. Read it, see if you like it, and if so, I'd appreciate it if you'd do the right thing and buy your copy by sending me the nominal cover price at [PayPal](#). (Click on the link to go to the payment page– you may see a security warning and have to explicitly allow your pdf reader to open the site.)

The price of the book is just that of one or two beers, depending on where you live.

Chapter 9 – Managing Relationships

Sooner or later you are going to be confronted with questions about the nature of your relationship with a woman or with particular women, and it pays to have done some preparation in this area. In particular, you need to set up appropriate expectations for the girl from the moment you meet.

If appropriate expectations are set from the beginning, and maintained throughout the length of the relationship, whether it be for a few hours or years, anything is possible. On the contrary, if you set expectations which are different from your intentions, you are going to run into no end of trouble. That is to say, with the same girl, you can manage things in completely different ways, based on the expectations you set.

It's perfectly possible for you to have a series of one night stands with different women. It's perfectly possible for you to have a long-term, monogamous relationship with a single woman. It's perfectly possible for you to have multiple sexual relationships with different women at the same time.

What is required in every case is that you decide in advance what *you* want, justify it to yourself, be able and prepared to justify it to the women involved, and to be upfront about your thoughts. It is completely up to you what kind of relationships you wish to pursue, and indeed at different times, you are likely to change your attitude towards relationships, which is perfectly OK. The only thing is that you need to make the decisions for yourself and not let yourself be influenced by friends, family or the women in your life.

I have cycled through phases of monogamy, polygamy and serial relationships, in all cases with examples of times when things were well-managed and everyone involved was happy, and with counter-examples of when things did not work so smoothly. I continue to have different preferences for different relationship models at different times. Sometimes I even choose to remain single when it suits me, and I have the confidence to do so, because I know that when I choose to pursue a relationship again in the future, there are many, many opportunities to do so.

Monogamy, Anyone?

The main choice to make when you're thinking about what style of relationship suits you best is the choice between monogamy and polygamy. Monogamy is the situation you have when you restrict yourself to a single relationship with a single woman. Polygamy is the situation in which you have multiple relationships with many different women.

Note that the way I am defining things here, I regard what is commonly called “serial monogamy” as a form of polygamy. So-called serial monogamy is the situation in which you have a series of short relationships with different women. Since the typical follower of the serial monogamy model is not interested in forming longer term relationships, his attitude has everything in common with the polygamist except that he manages his relationships in serial, rather than in parallel. The motivation for this is typically an avoidance of guilt, since many of

us have been taught that monogamy is “right” and polygamy is “wrong”.

You should recognize that at different points in your life, one or the other model will be right for you. Go with it, and don't be ashamed of your decision. There's nothing wrong with choosing monogamy. You're not running away from the game by choosing monogamy, so don't let people try to pressure you into continuing seductions of multiple women. Continuous seduction of a single woman is an equally challenging and rewarding goal, if that's what feels right to you.

On the other hand, if you feel a lot of pressure to select the monogamous model, but it just doesn't feel right to you, trust your instinct, and start moving yourself towards a polygamous scenario. This can be challenging, but it will be worth it in the long run if it turns out to be congruous with your particular makeup.

The only external factor to consider is that you are going to receive a lot more pressure from society if you choose the polygamous model, because it is and always will be the less common option.

Please note also that if you opt for polygamy, many people will try to pressure you to change your thinking using arguments implying that you are disloyal, unfaithful, dishonest, loveless and all the rest. This is a ruse. Character traits like loyalty and honesty are completely independent of the relationship model you follow. Sure, you can be a polygamist and a pathological liar, but you can also be brutally honest and open about your beliefs. One set of beliefs does not imply any particular set of character traits.

The choice ultimately comes down to questions about how much time and energy you have to put into your relationships, your need for stability and security and your preference for a single, deeper relationship over multiple, slightly more superficial ones.

I would like to address the last point first. Polygamous relationships do not have to be, and in fact are rarely, superficial. Many are deep and long term relationships. However, there is a certain element of depth and connection that will never be present as strongly as in a monogamous relationship. This is your tradeoff, and you have to consider for yourself whether that is more important to you.

Regarding the earlier comments, you will typically require more energy to manage multiple relationships, simply because the situation is more complex. You will also have to reconcile yourself to the fact that amongst the group of people with whom you have relationships, some will come and go. It would be very rare for you to maintain the same set of relationships with the same set of people over a long period. There are more moving parts, and more things to go wrong. Accordingly, people will come and go from your set of relationships. This is natural, and as long as you go into the situation with open eyes, will not present a problem for you.

If you choose to be monogamous, typically you don't need to discuss a lot of things upfront with your partner, because monogamy is the default model, and people tend to assume that this is the one which will be used. It is probably worth your while to discuss the situation anyway.

You wouldn't want to work for a long period of time under the assumption that your relationship is monogamous only to discover that your partner had assumed the opposite and had been sleeping around. It can happen that if you are good at playing the game, your partner will automatically assume that you sleep around!

Should you choose polygamy, you will need to spend more time with each of your partners setting up ground rules and expectations, and as I mentioned, you should start managing this right from your approach. The longer you leave this, the more difficult it becomes to clarify the situation. You need to do this for your own sake as well as for that of your partners, because if you get yourself into a complex and ill-defined relationship situation, it can really start to eat you.

Typically, you can expect some resistance to your desire to have multiple women in your life, but as long as you are clear about wanting that, clear that it will not change, and can explain that to everyone involved, most women will accept the situation and will in fact also enjoy the benefits that it confers on them. If you really hit a dead-end though, just move on.

Commitment

No, I'm not talking about commitment to the game, I'm talking about commitment to a woman. This is an issue you can't ignore, because almost from the moment you meet a woman, she is going to try to push you towards commitment of one kind or another. This is a natural process, and it is an instinct that women cannot fight against, in general. With that in mind, you just have to roll with the punches.

I believe that you should never make a commitment to anybody for any reason! I also believe in loyalty and tend to maintain long term relationships with many people. Is this not a contradiction?

No. A commitment is a promise about something that you are going to do in the future. Given that you have no idea what is going to happen in the future, I believe it's inherently dishonest to make any firm statements about what you are going to do. You can always be truthful about what you *want* to do, and what you *plan* to do, but you can't go further than that.

Making a commitment is a bad idea when it comes to relationships, because should things change, you will have made a liar out of yourself. You're always going to have a bigger problem if someone can throw you commitment in your face, than if there had been a proper understanding of the way things work right from the beginning. It's far easier always to do the right thing when you don't have the weight of a commitment pushing you in a direction that might have become the wrong one.

This is not to say you can't have long term relationships. You can pursue a loyal and faithful relationship for as long as you like – just don't try to predict it in advance, and don't let anyone convince you that you can. It's out of your hands!

Only fair to warn you, there's no way of explaining this to most women. Keep it in mind for

when you need it though, and for your own peace of mind.

The Game Never Stops

A common mistake for many guys is to think that once they have got a girl into bed for the first time, they have achieved their goal and can relax. In other words, there's a mis-perception that it's very difficult to seduce a woman for the first time, and that after that, everything goes on autopilot.

Now, if you're only interested in persuing one-night stands, you've already finished the book – this is simply a little bit of extra information for people who believe they want to see a girl more than once.

Congratulations! Go out and enjoy what you've learned!

For those of you who are interested in maintaining a relationship past one evening, it's very important to keep all of this stuff going for the whole length of the relationship (that is, until you decide that you want to move on). You need to keep seducing the girl on a continuous basis, and you need to be very wary of becoming relaxed and taking the situation for granted.

It's tempting to release the tension in the relationship, stop responding to her tests in the proper way and simply give her what she wants every time. It's tempting to give in to her requests that you give up your hobbies and spend more time with her. It's tempting to stop flirting with her, stop teasing her and simply tell her what she wants to hear. This all feels natural, but it's wrong.

As soon as you feel the tension going out of your relationship, it's over. You need to keep playing the game, all day, everyday!

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